

H₂O
Publishing

garden
CENTRE CATERING

2024
MEDIA
PACK

h2opublishing.co.uk
01474 520247

GARDEN CENTRE CATERING

“Garden centres are fast replacing traditional high street department stores, with multi-purpose outlets that offer the obvious advantages of convenient opening hours, diverse product ranges, free parking and, increasingly, destination restaurants and cafés. Published quarterly, Garden Centre Catering was conceived to highlight the growing popularity of catering within the garden centre setting and offers articles highlighting all of the most successful catering operations, together with valuable insights into the latest food and drink trends and the ever-changing culinary desires and aspirations of customers. Readers will also learn about the latest industry innovations and product developments that will help them further hone and improve their food offering.”

Henry Norman, Editor, Garden Centre Catering



[CLICK TO READ THE MAGAZINE](#)




[CLICK TO VIEW THE WEBSITE](#)

KEY HIGHLIGHTS



Largest
print circulation
in the sector



11,316
Readers quarterly



86%
of readers said the magazine
was a valuable tool to source
new products



E-Newsletter sent to
1,539
Recipients



1,621
social following



Key Sector Event

CIRCULATION & AUDIENCE

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR

TOTAL CIRCULATION

11,316

PRINT CIRCULATION

3,259

Mailed

6,518

Passed on print copies

DIGITAL CIRCULATION

1,539

Passed on copies are an estimate based on the recent reader research conducted



READER RESEARCH

WHAT DOES THE READER WANT?

At Garden Centre Catering, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

WHERE THEY MAINLY READ THE MAGAZINE

64% at work
36% at home

HOW THEY READ THE MAGAZINE

12% flick through the magazine
18% read cover to cover
70% start with a specific feature

"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"

71%

said they valued a printed copy higher than a digital version

81%

said Garden Centre Catering was the sector's leading title

80%

pass on their copy to an average of 2.5 additional readers

86%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly publication for garden centre catering operators

4 ISSUES PER YEAR

9,777
Total

3,259
Mailed

6,518
Passed on copies

LARGEST
PRINT
CIRCULATION
IN THE
SECTOR



HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

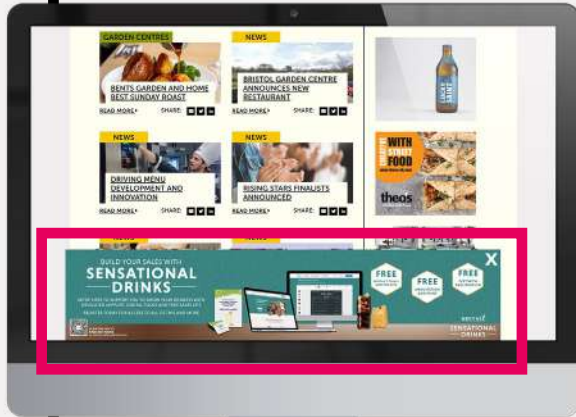
ISSUE TAKE OVER

TEASER STRIPS



DIGITAL GARDENCENTRECATERING.CO.UK

Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE



769

Average visitors per month

1,199

Average page views per month

1,539

Digital circulation

WITH ROI REPORTING

ASK FOR MORE DETAILS

LET'S TALK SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



@GardenCCatering
Current followers

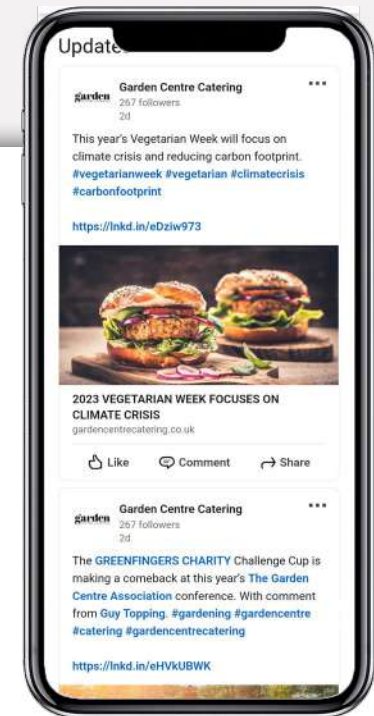
850+

TOTAL REACH 1,621



@gardencentrecatering
Current followers

430+



@Garden-Centre-Catering
Current followers

330+

E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

£825

solus sponsorship
for one supplier

**WITH ROI
REPORTING**

**BANNER
AT THE TOP**

**SPONSORED
STORY AND LINK**

**DIGITAL
CIRCULATION**

1,539

garden
CENTRE CATERING

LATEST NEWS

READ THE LATEST ISSUE ONLINE NOW

READ NOW

great taste MAKE A CHRISTMAS MARKET IN YOUR GARDEN CENTRE WITH OUR AWARD WINNING SAUSAGES **THE SAUSAGE MAN**

Dobbies donates Christmas trees

The UK's leading garden centre is inviting charitable groups across the country to get in touch and help the Dobbies team donate 300 Nordmann Fir Christmas trees, just in time for the seasonal build-up...

[Read more](#)

Festivities begin at the Meadow Croft Garden Centre Christmas Market

Meadow Croft Garden Centre is situated in Battlesbridge, Essex. It holds a variety of events throughout the year, the largest of these being the German Market & Christmas Fair...

[Read more](#)

Hospitality industry: Net zero by 2040

UKHospitality's new Sustainability Commitment, announced 12 October, sets out 10 pledges in four key areas – waste, supply chain, skills and biodiversity...

[Read more](#)

Interview: Ending food allergy deaths

The scale of ambition shared by Tanya and Nadim Ednan-Laperouse appears to know no bounds. This is the couple who challenged and changed British food labelling regulations to a previously unimaginable degree, and in...

[Read more](#)

garden
CENTRE CATERING

EDITORIAL

ADVERTISING

To unsubscribe from future Garden Centre Catering Magazine newsletters [click here](#).
This email has been sent to you by H2O Publishing, Media House, 3 Topley Drive, Rochester ME3 8PZ.
Company registered number 63188654
If you have any queries or would like to update any information please email circulation@h2opublishing.co.uk

DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

Talk to us about...

DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



BUYER'S BOX

OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
Buyers Box - Maxi	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
Sample Sender - Maxi	100	12kg		2-4 weeks	9%	£6,600

Ask your account manager for availability & more information.



THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

COST £4,675



SEE A ROAD TEST IN ACTION...



CLICK TO SEE THE COVERAGE



CLICK TO SEE THE VIDEO

INDUSTRY EVENTS

GARDEN CENTRE CATERING AWARDS



The Garden Centre Catering Awards celebrate all the edible delights garden centres have to offer. The awards recognise garden centres and nurseries across the UK with a food and drink offering and are open to both independent and group centres.

ASK US FOR
MORE DETAILS
ON HOW YOU
CAN BE PART OF
OUR AMAZING
EVENTS



GARDEN CENTRE CATERING FEATURES LIST 2024

*Garden Centre Catering magazine features are subject to change. Please contact **Henry Norman** should you wish to reconfirm.*
Email: henry@h2opublishing.co.uk
Tel: 01474 520248

SPRING

- Farm Shop and Deli Show Preview and Exhibitor Showcase
- **GREEN ISSUE**
 - Recycling
 - Single Use Plastic
 - Energy Saving Equipment
 - Food Waste
 - Renewables
- Soft Drinks (incl. Water, Juices, Mixers, Energy, Sports & Health Drinks)
- Coffee (Hot & Cold)
- Refrigeration & Ice Makers
- Vegan, Vegetarian and Plant-Based Dishes

SUMMER

- Afternoon Tea (food, drink and equipment)
- Ice Cream, Cakes and Desserts
- Free From incl. Allergens
- Warewashing
- Tea (Hot & Cold)
- **Key occasions:** International Picnic Day, National Biscuit Day, The Olympics, Wimbledon Fortnight

AUTUMN

- Breakfast & Brunch
- Festive Season (Food & Drink)
- Ovens, Combis & Microwaves
- Sandwiches, Toasties & Fillings
- **Key occasions:** Afternoon Tea Week, Fairtrade Fortnight, National Burger Day, Organic September, World's Biggest Coffee Morning, World Chocolate Day, World Ice Cream Day, Wild Foods Day

WINTER

- **Garden Centre Catering Awards Results**
- Stocks, Sauces & Condiments
- World Cuisine (British, American, European, Pan Asian)
- Catering Design & Installations
- Hot Beverages
- **Key occasions:** Bonfire Night, British Pudding Day, Christmas, Halloween, National Hot Chocolate Day, National Vegetarian Week, Roast Dinner Day, Thanksgiving, Veganuary

RATE CARD PRINT 2024

FALSE FRONT COVER

£7,150

DOUBLE PAGE SPREAD

£4,350

FULL PAGE

£2,750

HALF PAGE

£1,815

THIRD PAGE

£1,375

QUARTER PAGE

£1,050

BELLYBAND INTO DPS

£8.8k

4 PAGE WRAP

£11k

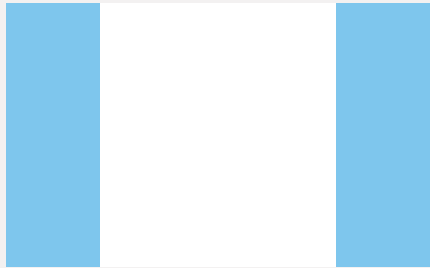
DIE CUT FALSE FRONT

£9.9k

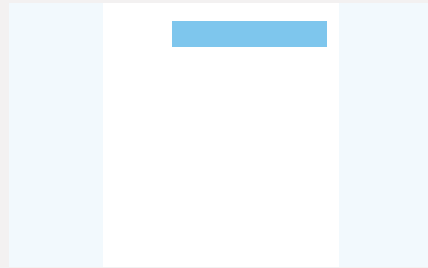
RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

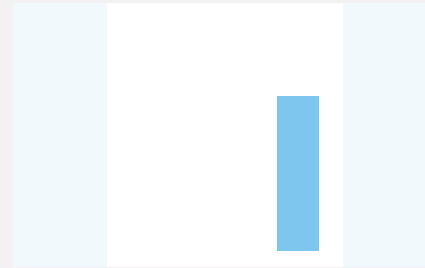
**WALLPAPER
TAKEOVER**



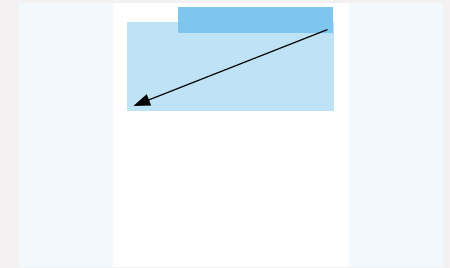
**LEADERBOARD
BANNER**



SKYSCRAPER



**EXPANDABLE
BANNER**



Rates:

2 weeks

1 month

MPU

-

£825

SKYSCRAPER

£1,600

-

LEADER BOARD BANNER

£1,600

-

EXPANDABLE BANNER

£2,100

-

WALLPAPER TAKEOVER

£2,800

-

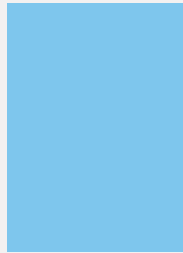
**NEED
SOMETHING
DIFFERENT?**
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

TECHNICAL SPECIFICATIONS

ALL OUR MAGAZINES ARE SET TO A4 - 210mm x 297mm

All page information, including images, EPS and text should be:

- Supplied only in CMYK mode, not RGB.
- No Pantone colours or 5th colour specials to be used.
- No colour profiles saved within image – i.e. colour management or ICC profiles.



WHOLE PAGE

Bleed: H = 303 mm x W = 216mm

Trim: H = 297 mm x W = 210 mm

Type: H = 268 mm x W = 196 mm



DPS PAGE

Bleed: H = 303 mm x W = 426 mm

Trim: H = 297 mm x W = 420 mm

Type: H = 268 mm x W = 396 mm



1/2 PAGE

VERTICAL

Bleed: H = 303 mm x W = 111 mm

Trim: H = 297 mm x W = 105 mm

Type: H = 268 mm x W = 91 mm



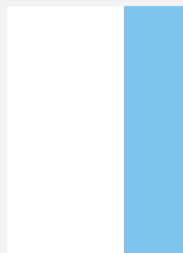
1/2 PAGE

HORIZONTAL

Bleed: H = 154.5 mm x W = 216 mm

Trim: H = 148.5 mm x W = 210 mm

Type: H = 134 mm x W = 186 mm



1/3 PAGE

VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm



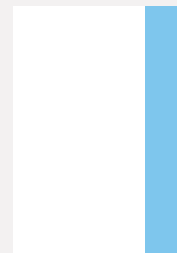
1/3 PAGE

HORIZONTAL

Bleed: H = 101 mm x W = 216 mm

Trim: H = 95 mm x W = 210 mm

Type: H = 79 mm x W = 190 mm



1/4 PAGE

VERTICAL

Bleed: H = 303 mm x W = 49 mm

Trim: H = 297 mm x W = 43 mm

Type: H = 268 mm x W = 37 mm



1/4 PAGE

HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm

THE TEAM



**ROB
MOLINARI**

DIVISIONAL
DIRECTOR

07850 797252
rob@h2opublishing.co.uk



**DAN
HILLMAN**

DIRECTOR

07833 248788
dan@h2opublishing.co.uk



**REMY
SCHIELE**

KEY ACCOUNT
DIRECTOR

07730 217747
remy@h2opublishing.co.uk



**HENRY
NORMAN**

EDITOR

01474 520248
henry@h2opublishing.co.uk

H2O Publishing, Media House, 3 Topley Drive, Rochester ME3 8PZ
01474 520200 / www.h2opublishing.co.uk

GARDEN CENTRE CATERING



gardencentrecatering.co.uk



@GardenCCatering



@gardencentrecatering



@Garden-Centre-Catering

GARDEN CENTRE CATERING MAGAZINE IS ONE OF THIRTEEN INDUSTRY LEADING FOODSERVICE TITLES PRODUCED BY H2O PUBLISHING.

We provide engaging and trusted editorial across a range of key verticals including; restaurants, contract catering, healthcare, education and many more.

As well as publishing and direct marketing, H2O Publishing's expertise also lies in creating, promoting and managing a number of significant industry events throughout the year, including; awards ceremonies, forums, exhibitions and conferences.

