

H<sub>2</sub>O  
Publishing

**HOSPITAL  
FOOD + SERVICE  
&  
HOSPITAL CATERER  
2024  
MEDIA  
PACK**

[h2opublishing.co.uk](http://h2opublishing.co.uk)  
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PUBLISHED IN  
ASSOCIATION WITH





# HOSPITAL FOOD + SERVICE & HOSPITAL CATERER



*Hospital Food + Service with the HCA's Hospital Caterer is the only journal dedicated to the provision of hospital food and drink for patients, visitors and staff across the four nations of the UK. The unique 'twist and turn' format has proven extremely popular since its introduction in January 2023, keeping members of the HCA up-to-date with the association's activities whilst continuing to be an invaluable source of information to all hospital catering teams.*

*Showcasing the good work that is already being done, through features like the popular On Site and coverage of events such as the NHS Chef Competition and the HCA Four Nations Challenge, Hospital Food + Service and Hospital Caterer provides catering staff with the information and inspiration they need to push their own food service to the ultimate level.*

**Amanda Roberts**, Editor



[CLICK TO READ THE MAGAZINE](#)

OFFICIAL PUBLICATION OF



[CLICK TO READ THE MAGAZINE](#)



# KEY HIGHLIGHTS




**Largest**  
print circulation  
in the sector



**27,789**  
Readers bi-monthly



**94%**  
of readers said the  
magazine was a valuable  
tool to source new products



HCA Hospital Caterer  
published in conjunction  
with  
**HOSPITAL  
FOOD & SERVICE**



E-Newsletter sent to  
**2,460**  
Recipients

# CIRCULATION & AUDIENCE

LARGEST  
PRINT  
CIRCULATION  
IN THE  
SECTOR

## TOTAL CIRCULATION

27,789

## PRINT CIRCULATION

3,743

Mailed

21,586

Passed on print copies

## DIGITAL CIRCULATION

2,460

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

## AUDIENCE

The combined title has a total circulation of **27,789**. Copies are sent to named senior managers who are responsible for the buying of food provisions within their establishment.

- All NHS Hospitals
- Private Hospital Groups
- Specialist Hospitals
- Hospices
- Secure Hospitals
- Healthcare Specialist Contract Caterers
- Ministry of Defence Hospital units embedded within civilian hospital care



# READER RESEARCH

## WHAT DOES THE READER WANT?

At Hospital Food + Service, 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

**79%** at work  
**0%** commuting  
**21%** at home

## HOW THEY READ THE MAGAZINE

**19%** flick through the magazine  
**18%** read cover to cover  
**63%** 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"*

**96%**

said they valued a printed copy higher than a digital version

**91%**

said Hospital Food + Service was the sector's leading title

**79%**

pass on their copy to an average of 7.3 additional readers

**94%**

said the magazine was a valuable tool to source new products



# THE PRINT MAGAZINE

The UK's leading monthly on-trade publication for hospital caterers

**6 ISSUES PER YEAR**

**25,329**  
Total

**3,743**  
Mailed

**21,586**  
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





# 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**

**2,460**

The screenshot shows an e-newsletter layout with several sections. At the top is a red banner for 'HOSPITAL FOOD + SERVICE' with 'INDUSTRY UPDATE' on the right. Below this is a 'READ THE LATEST ISSUE ONLINE NOW' button and 'READ NOW' button. The main content area has a green banner for 'CONGRATULATIONS CAMBRIDGE CONSULTANTS' with 'MACMILLAN COFFEE MORNING' and 'NESCAFÉ' logos. Below this are three articles: 'A perfect fit' (on-site at Colchester Hospital), 'Sustainability drive' (carbon reduction policies), and 'Helping the NHS tackle dysphagia' (dysphagia meal selector tool). Each article has a 'Read more' button. Below the articles is a 'PROMOTED' section with a photo of three women and the headline 'Cambridge bakers win Compass and NESCAFÉ Original Showstopper Challenge for Macmillan'. The text below the headline describes the competition and the winning team's achievement.

**HOSPITAL FOOD + SERVICE** INDUSTRY UPDATE

READ THE LATEST ISSUE ONLINE NOW READ NOW

★ CONGRATULATIONS CAMBRIDGE CONSULTANTS ★ MACMILLAN COFFEE MORNING NESCAFÉ

**A perfect fit**  
On-site at Colchester Hospital where the bulk meal service is perfectly suited to the hospital's elderly patient demographic.  
[Read more](#)

**Sustainability drive**  
Carbon reduction policies are high on the agenda across the NHS, including food and the supply chain.  
[Read more](#)

**Helping the NHS tackle dysphagia**  
The dysphagia meal selector tool from NHS Supply Chain: Food boosts understanding of options.  
[Read more](#)

**PROMOTED**

**Cambridge bakers win Compass and NESCAFÉ Original Showstopper Challenge for Macmillan**  
The Eurest catering team at Cambridge Consultants has won a competition for Macmillan Cancer Support, organised by NESCAFÉ Original, within Nestlé Professional.  
NESCAFÉ Original is an official sponsor of Macmillan Cancer Support's Coffee Morning and invited all Compass sites to participate, which includes leading workplace caterer Eurest. Cambridge Consultants won the Ultimate Macmillan Coffee Morning hosted by actress and Celebrity MasterChef winner Lisa Faulkner and Nestlé Professional, raising £1,417 for the charity as a result.  
Members of the winning team, led by Sally West, have all been affected by cancer and impressed judges with their Victoria sponge. The cake was decorated with a bell, symbolising the tradition of ringing a bell to mark the milestone of ending cancer treatment.  
Sally said: "The Macmillan Coffee Morning really brought us together as a team after being split up by COVID. Seeing all our customers back in the dining room, having coffee and cake was really special."  
Lisa commented: "I feel honoured to have been asked to be a part of today's activities. It



# 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**

# HOSPITAL FOOD + SERVICE FEATURES LIST 2024

Hospital Food + Service features may be subject to change.  
Please contact **Amanda Roberts** should you wish to reconfirm.  
**Email:** amanda@h2opublishing.co.uk  
**Tel:** 07808 181893

## JANUARY / FEBRUARY

- Combi Ovens
- Vending & Micro Markets
- Soft Drinks, Smoothies, Juices & Waters
- Switch to Reusables
- Swallowing Awareness Day 13 March
- Nutrition & Hydration Week 11<sup>th</sup> – 17<sup>th</sup> March

## MARCH / APRIL

- Refrigeration
- Sandwiches, Wraps & Snacks
- Hot Beverages
- **HCA Preview/Show issue**
- Technology - Electronic Patient Meal Ordering & Retail Payments
- National Beverage Day 6<sup>th</sup> May
- Dementia Action Week 16<sup>th</sup> – 22<sup>nd</sup> May
- British Sandwich Week 22<sup>nd</sup> – 28<sup>th</sup> May

## MAY / JUNE

- Vegetarian & Vegan
- Food Transportation
- HCA Review
- Cleaning, Hygiene & Kitchen Maintenance
- Dysphagia
- National Healthcare Estates & Facilities Day – 19<sup>th</sup> June

## JULY / AUGUST

- Dairy Products
- Breakfast & Morning Goods
- Waste/Food Waste
- **HEFMA Review**
- Commercial Kitchen Preview
- Love British Food Fortnight – 20<sup>th</sup> September – 6<sup>th</sup> October.

## SEPTEMBER / OCTOBER

- Pre-prepared Meals
- Food Sustainability & Regional Procurement
- Allergens & Intolerances
- Light Catering Equipment (including Microwaves)
- UK Malnutrition Awareness Week 11<sup>th</sup> – 17<sup>th</sup> November

## NOVEMBER / DECEMBER

- Grab & Go (Retail)
- Stocks, Soups & Sauces
- Warewashing
- Cakes, Desserts, Fruits & Confectionery





# RATE CARD

## PRINT 2024

FALSE FRONT COVER

**£7,500**

DOUBLE PAGE SPREAD

**£4,550**

FULL PAGE

**£2,890**

HALF PAGE

**£1,895**

THIRD PAGE

**£1,450**

QUARTER PAGE

**£1,095**

BELLYBAND INTO DPS

**£8.8k**

4 PAGE WRAP

**£9.9k**

DIE CUT FALSE FRONT

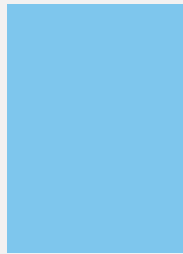
**£16.5k**

# 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



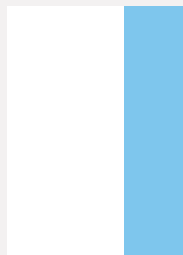
## 1/2 PAGE

### 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



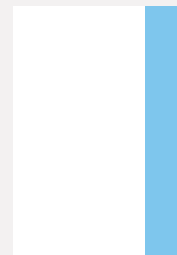
## 1/3 PAGE

### 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



**LOUISE  
FULLER**

DIVISIONAL  
DIRECTOR

---

01474 520 240  
louise@h2opublishing.co.uk



**AMANDA  
ROBERTS**

EDITOR

---

07808 181 893  
amanda@h2opublishing.co.uk

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

## HOSPITAL FOOD + SERVICE



hospitalfoodandservice.co.uk

## HOSPITAL CATERER



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# HOSPITAL FOOD + SERVICE MAGAZINE & HOSPITAL CATERER ARE ONE OF THIRTEEN INDUSTRY LEADING FOODSERVICE TITLES PRODUCED BY H2O PUBLISHING.

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

H2O Publishing is an established authority within the sectors it serves and strives to stay ahead of the curve with the services it provides.

