

H₂O
Publishing

PUB & BAR

2024 MEDIA PACK

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01474 520200

PUB & BAR



“Through our inspirational content that’s tailored for the huge scale and style of on-trade businesses around the UK, Pub & Bar prides itself on being the essential go-to read for pioneering hospitality operators. Whether they’re picking up the magazine, getting daily news from pubandbar.com, scrolling our socials or attending one of our national events, Pub & Bar’s mission is to leave any subscriber full of ideas, information and motivation to keep their business thriving.”

Tristan O’Hana, Group Editorial Director, Pub & Bar



**CLICK TO
READ THE
MAGAZINE**



**CLICK TO
VIEW THE
WEBSITE**

KEY HIGHLIGHTS



Largest
print circulation
in the sector



65,289
Readers monthly



93%
Said the magazine was
a valuable tool to source
new products



E-Newsletter sent to
15,624
Recipients



38,843
social following



5
Key Sector Events

CIRCULATION & AUDIENCE

LARGEST PRINT CIRCULATION IN THE SECTOR

TOTAL CIRCULATION

65,289

PRINT CIRCULATION

11,176

Mailed

38,489

Passed on print copies

DIGITAL CIRCULATION

15,624

49% Independent Free Trade

39% Tenanted/Leased

12% Pubco/Brewer/HQ

72% Independent Free Trade

10% Tenanted/Leased

18% Pubco/Brewer/HQ

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

AUDIENCE

A total of 65,289 copies are distributed to named senior contacts within national groups, multiples and independent operators, including those at owner, director, operations, purchasing, food development, brand and marketing levels. Our target audience ranges from innovative individuals to the largest well-known groups and pub companies.

£22BN
ESTIMATED WORTH OF THE PUB AND BAR SECTOR



READER RESEARCH

WHAT DOES THE READER WANT?

At Pub & Bar, 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

73% at work
0% commuting
27% at home

HOW THEY READ THE MAGAZINE

9% flick through the magazine
21% 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"

96%

said they valued a printed copy higher than a digital version

86%

said Pub & Bar was the sector's leading title

82%

pass on their copy to an average of 4.2 additional readers

93%

said the magazine was a valuable tool to source new products

THE PRINT MAGAZINE

The UK's leading monthly
on-trade publication for
pub and bar operators

12 ISSUES
PER YEAR

49,665

Total

11,176

Mailed

38,489

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

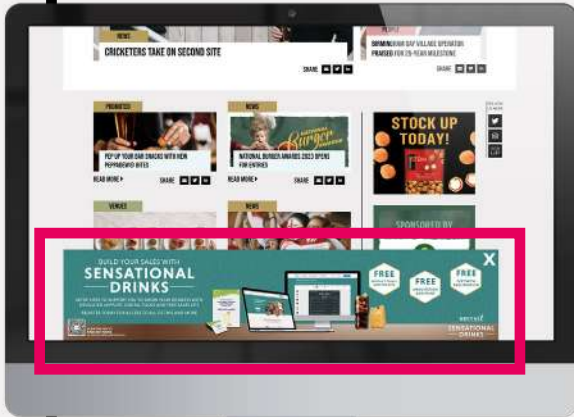
ISSUE TAKE OVER

TEASER STRIPS



DIGITAL PUBANDBAR.COM

Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE

WITH ROI
REPORTING

ASK FOR
MORE
DETAILS

10,660

Average unique visitors per month

16,017

Average page views per month

15,624

Digital circulation

LET'S TALK SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



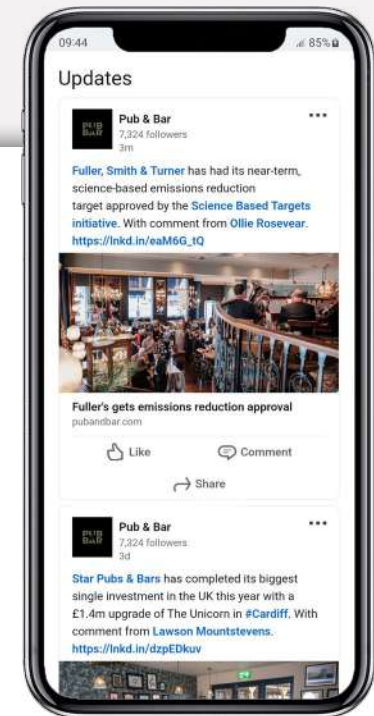
@PubandBarMag
Current followers

27,100+



@PubandBarMag
Current followers

4,530+



@pub-and-bar
Current followers

7,200+

TOTAL REACH 38,843

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**

15,624

PUB & BAR & **THE TASTING FLIGHT NEWS**

VISIT US ONLINE AND READ THE LATEST ISSUE **READ NOW**

WE KNOW EXACTLY WHAT MAKES A GREAT ROAST DINNER... **LION THE ROAST**

Sales up 35% at Boxpark
Boxpark has revealed a revenue growth of 35% when compared to the year prior to Covid-19 (April 2020)...
[Read more](#)

What do diners rate the most on their Sunday roasts?
Lion Sauces delved further into just what makes for a great Sunday roast through a poll of 300 diners by YouGov, and the nation explained exactly what they rated on their roasts...
[Read more](#)

Boxers help celebrate West End reopening
Boxers past and present have helped reopen Shepherd Neame's newly refurbished West End pub the Tom Cribb...
[Read more](#)

Stonegate's Lee Woolley joins Arc Inspirations
Arc Inspirations, operator of Manhatta, Banyan Bar & Kitchen and BOX, has announced the appointment of Lee Woolley as its new people and culture director...
[Read more](#)

PUB & BAR EDITORIAL ADVERTISING

To unsubscribe from future Pub & Bar 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 0899651
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

BARTENDER TRIAL



BRING YOUR DRINK SERVES TO LIFE

The Bartender Trials are your chance to partner with a leading bartender to promote, develop and market your product to a national on-trade audience.

Whether you want to promote an existing serve, or you want something new stirred up for your brand, The Bartender Trials will help bring your drinks brand to life.

Your chosen bartenders' knowledge and skills help create and showcase drink serves using your products. Your drinks brand demonstration is professionally filmed, before being featured in print and digitally across our social media platforms to give a wide reach into your choice of sectors in this peer-led, unique presentation style.

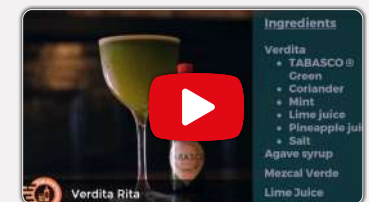


PACKAGE INCLUDES:

A double-page spread feature write-up on your serves appearing in your chosen title

- A whole page advert in the same issue
- Your session also appearing as a web news story, including the video footage
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your video and feature
- Two social media posts to drive awareness of your video and feature
- Your video presentation featured throughout, including an interactive upgrade in the digital issue of your chosen title which, when the page is turned, will play your video automatically and bring your serve and feature to life
- A copy of the video link for your own use

COST £4,675



CLICK TO SEE A TRIAL IN ACTION

INDUSTRY EVENTS

**THE NATIONAL
BURGER AWARDS**



20 February 2024

Big Penny Social, London



**THE GREAT BRITISH
BBQ BATTLE**



20 May 2024

Big Penny Social, London



**THE NATIONAL
PUB & BAR AWARDS**



June 2024



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

INDUSTRY EVENTS

**THE CLASSIC
COCKTAILS
COMPETITION**



October 2024

**THE NATIONAL
PIZZA AWARDS**



12 November 2024

Big Penny Social, London

**SUPPLIER
INNOVATION
LIVE!**



Throughout 2024



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

PUB & BAR FEATURES LIST 2024

Pub & Bar magazine features are subject to change.

Please contact **Tristan O'Hana** should you wish to reconfirm.

Email: tristan@h2opublishing.co.uk

Tel: 01474 520247

JANUARY

- Fries & Sides
- Refrigeration, Freezers & Ice Makers
- Carbon Reduction in Pubs
- Six Nations
- **Key occasions:** Valentine's Day, National Pizza Day, World Margarita Week, World Bartender Day

FEBRUARY

- Easter Special (incl. food, drinks & events)
- Cleaning, Hygiene & Food Safety
- Spring Cocktails
- **Key occasions:** St Patrick's Day, British Pie Week, International Women's Day, Mother's Day

MARCH

- Summer Season (incl. long drinks, al fresco dining & outdoor furniture)
- Warewashing
- Bar Snacks
- HRC event spotlight
- National Burger Awards Special
- **Key occasions:** Easter, St George's Day, Grand National, British Cider Week

APRIL

- Soft Drinks & Mixers
- Cider
- Quick Pub Grub
- No-Alcohol Drinks
- **Key occasions:** May Bank Holiday, World Cocktail Day, National Vegetarian Week, FA Cup final

MAY

- Condiments & Sauces
- Flavoured Spirits & Hard Seltzers
- Technology & Operations
- EURO 2024
- **Key occasions:** National Beer Day, National Fish & Chips Day, Father's Day, Champions League final, Pride Month

JUNE

- Barbecue Season
- Imbibe Show Preview
- Vegan & Plant-Based Food
- Team Training, Welfare & Inclusivity
- Morning Trading (incl. food, drinks, equipment, tea & coffee)
- **Key occasions:** Independence Day, National Tequila Day, Wimbledon Fortnight, The Olympics

JULY

- National Pub & Bar Awards Special
- Meat-Free Menus
- Food & Drink Pairing
- Drinks Innovation
- **Key occasions:** Afternoon Tea Week, National Rum Day, National Prosecco Day, National Burger Day, The Hundred

AUGUST

- Americana
- Back Bar Fit Out
- Competitive Socialising
- Carbon Reduction in Pubs
- Commercial Kitchen & Casual Dining previews
- **Key occasions:** Organic September, World's Biggest Coffee Morning, Cask Ale Week, Fairtrade Fortnight

SEPTEMBER

- Top 100 Most Loved Drinks Brands
- Wine & Spirits
- Light Kitchen Equipment
- Fish & Seafood
- **Key occasions:** National Curry Week, Halloween, London Cocktail Week, Oktoberfest

OCTOBER

- **EXCLUSIVE RESEARCH:**
 - The Festive Report
 - National Burger Awards Champion of Champions Review
 - The Classic Cocktail Competition Preview
 - Technology & Operations
 - Recruitment & Apprenticeships
- **Key occasions:** Bonfire Night, Thanksgiving

NOVEMBER

- Breads, Buns & Bases
- Ovens & Microwaves
- Carbon Reduction in Pubs
- Festive Serves
- The Classic Cocktail Competition Review
- **Key occasions:** Christmas, New Year's Eve

DECEMBER

- **EXCLUSIVE RESEARCH:**
 - The Beer Report
 - Class of 2024 – Products in Review
 - No-Alcohol Drinks
 - Dairy & Non-Dairy
 - National Pizza Awards Special
- **Key occasions:** Dry January, Veganuary, Burns Night

RATE CARD PRINT 2024

FALSE FRONT COVER

£10,950

DOUBLE PAGE SPREAD

£5,450

FULL PAGE

£3,850

HALF PAGE

£2,310

THIRD PAGE

£1,965

QUARTER PAGE

£1,620

BELLYBAND INTO DPS

£13.2k

4 PAGE WRAP

£14.3k

DIE CUT FALSE FRONT

£16.5k

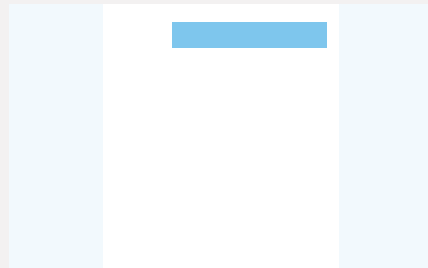
RATE CARD DIGITAL 2024

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

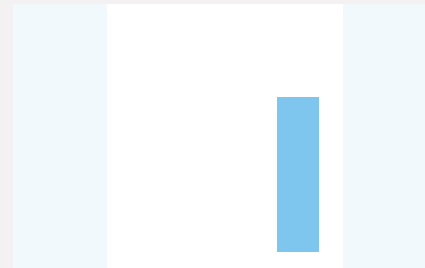
**WALLPAPER
TAKEOVER**



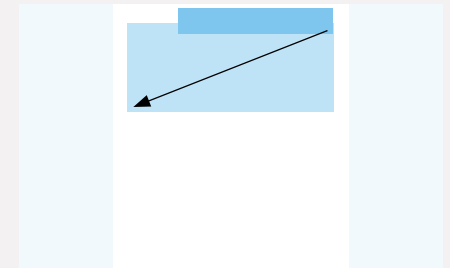
**LEADERBOARD
BANNER**



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

-

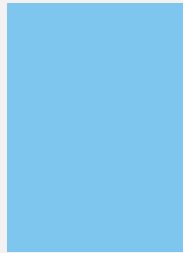
**NEED
SOMETHING
DIFFERENT?**
JUST ASK, WE
CAN OFFER MANY
BESPOKE
OPTIONS

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

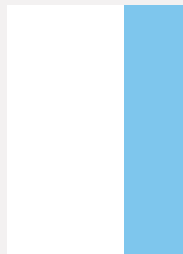


1/2 PAGE HORIZONTAL

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

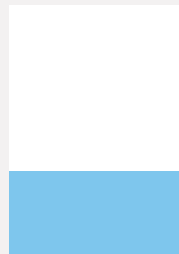


1/3 PAGE VERTICAL

Bleed: H = 303 mm x W = 76 mm

Trim: H = 297 mm x W = 70 mm

Type: H = 287 mm x W = 60 mm

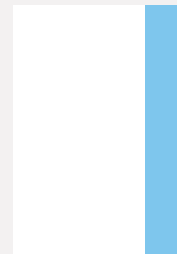


1/3 PAGE HORIZONTAL

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

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PUB & BAR



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PUB & BAR 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.

