

WHERE SHOULD YOU INVEST YOUR MEDIA SPEND?

a) Digital

b) Print

H2O
READER
RESEARCH

H₂O
Publishing

OF COURSE, THE EFFECTIVE ANSWER IS – *c) BOTH*

WHAT DOES THE READER WANT?

At H2O, 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 over **700** readers from **10** titles in the H2O portfolio, spanning the foodservice and hospitality industries, asking the readers how they interact with our magazines and what they want from their go-to publications.*

The results have been very interesting.

KEY INSIGHTS

76% said they valued the printed magazine more than the digital copy

88% of readers said the H2O title they read was the leading title in the sector

An incredible **73%** of readers pass on their copy of the printed magazine, meaning an average of 4.6 additional readers see it – a huge additional reach of print circulation

86% said they valued the magazine to keep them informed and help source new products

PRINT

8 out of 10

The research has shown that across foodservice and hospitality, print is significantly more valued over digital, with almost 8 out of 10 readers valuing the printed copy more than the digital copy.

The cost of producing printed copies is significant, so when readers register for their free subscription to one of our titles, we offer them a digital copy and only if they agree to opting-in to us using their data for marketing purposes do we upgrade them to a free printed copy – 98% of our registrations opt-in; print is what the reader puts a physical value on.

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

And when you think about the buyers and managers in our industry, you can understand how a printed magazine fits into their daily work activities. You sit down with a magazine, it’s focused time. They are not sporadically catching up while scrolling through posts and looking for something to catch their eye. It’s planned, invested time to devour the content and catch-up with what’s been happening.



PRINT

This sustained and undivided attention the reader gives to the magazine is about trust and enrichment.

No fake news or clickbait here!

*We have spent years building our magazine brands and credentials to offer relevant, optimistic and positive coverage of the sector – sharing successes, and imparting knowledge and ideas to inspire the reader to continually build and improve their business. **31%** of our readers even take the magazine home to finish reading it.*

“When it arrives on my desk, I have to have a flick through right then and usually get drawn in to reading large chunks of it”

Trusted and meaningful connections are made as they read bites of news, in-depth features or the presentation of brand new products, allowing the reader to maximise on new trends and tempt their customers with the latest innovations.

*Context is everything – when a reader is immersed in passionate exploration of the content, they are naturally going to be more receptive to advertising of relevant products and services they can take advantage of. **68%** of our readers will open the magazine to a particular feature, while **19%** dive right in and read cover-to-cover. The uninterrupted nature of this quality time is in stark contrast to the fast-paced and often busy digital space, where the reader may be forced to watch an advert before the next part of the content can be enjoyed. Attention is the key to the magazine’s value, verses seconds on the screen, which is why we charge less for digital advertising.*



DIGITAL

However, while digital is not the backbone of trust and focus that the printed magazine is, it is a valuable tool for short term engagement.

It keeps brands that readers may recognise from print front-of-mind and funnels them towards online content of your product, offering a fast, rich media of video and other disruptive advertising to grab their attention and direct them towards your product for as long as possible.

The immediacy and affordability of digital allows for attention-grabbing hits via wallpapers, skyscrapers and expanding banners. It's great value for money, with content being presented around the visitor's daily industry news fix. But, just like retail's brick & click, you need both print and digital in modern B2B marketing.

SOCIAL MEDIA



E-NEWSLETTER



WALLPAPER



EXPANDABLE SKYSCRAPER



ADHESION



AND, WHAT'S MORE

Our media solutions to really engage with the reader goes further than print and digital.

- *We can even put your product or service directly into their hands with our physical solutions, such as the Buyers Box, Drinks Buyers Club and Supplier Innovation Live! initiatives*
- *Our live events and competitions mean competitors compete with your products, so are trying them out first-hand to see just how good they are*



























So, it's not all about print and it's not all about digital. It's about talking to our experienced and highly knowledgeable sales team who can build the right mix of media to deliver what you need to achieve.



H2O PUBLISHING
H2OPUBLISHING.CO.UK
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TALK TO US ABOUT YOUR PERFECT MEDIA PACKAGE

	BAKERY BUSINESS	CARE HOME CATERING	CONTRACT CATERING MAGAZINE	DINE OUT	GARDEN CENTRE CATERING	HEFMA	HOSPITAL FOOD + SERVICE	OOH	PUB & BAR	TUCO
Sectors	In association with the Craft Bakers Association  Bakeries, Cafés, Cake Shops	In association with the NACC  Care Homes, Hospices, Contract Caterers	Contract Caterers, Event Caterers, Education, B&I, Healthcare, Government, Leisure	Restaurants & Hotels	Garden Centres & Farm Shop Catering	NHS Trusts	Incorporating Hospital Caterer  NHS, Hospices, Private Hospitals	Coffee Shops, Cafés, Bakers, Sandwich Shops, Fast Casual, Motorway Services, In Store Catering	Pubs	Official publication of TUCO  Universities, Colleges
Printed Magazine	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Digital version	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Reader Preference	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy	Printed copy
Website	✓	✓	✓	✓	✓	✓	X	✓	✓	✓
Socials	  	  	  	  	  		X	  	  	X
E-newsletter	✓	✓	✓	✓	✓	✓	✓	✓	✓	X
Events	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Mailings	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Research	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Lead Generation	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Sample distribution	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Our experienced account managers will take your objectives and turn them into a tailored package across our media channels to deliver results. With **86%** of our readers saying they valued the magazine to help them source new products, you can't afford to not be included.