

TUCO 

# 2024 MEDIA PACK

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# TUCO

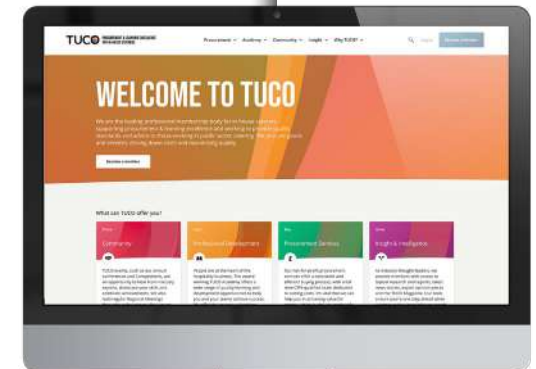


*“As the dedicated publication of The University Caterers Organisation, this magazine focuses on delivering the latest industry developments, sharing expert procurement expertise and providing plenty of learning opportunities. Join us for your monthly dose of everything TUCO has to offer.”*

**Kim Montellier de Selincourt**, TUCO Editor



**CLICK TO  
READ THE  
MAGAZINE**



**CLICK TO  
VIEW THE  
WEBSITE**

# KEY HIGHLIGHTS



**Largest**  
print circulation  
in the sector



**19,638**  
Readers monthly



**90%**  
Said the magazine was  
a valuable tool to source  
new products



Official Magazine  
of TUCO



The University Caterers Organisation  
**COMPETITIONS**



**CONFERENCE**

**2**  
Key Sector Events

# CIRCULATION & AUDIENCE

LARGEST PRINT CIRCULATION IN THE SECTOR

## TOTAL CIRCULATION

19,638

## PRINT CIRCULATION

3,104

Mailed

13,397

Passed on print copies

## DIGITAL CIRCULATION

3,137

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

## AUDIENCE

We distribute a total number of 19,638 copies to all TUCO member institutions which covers universities, colleges, NHS Trusts, Local Authorities, schools and more. We also send copies to senior catering decision-makers at non TUCO universities and colleges that make provision for their food and beverage services in-house and don't use a contract caterer. Readers include; directors/heads of catering, bar managers, head chefs, operations management, conference and event managers, directors of accommodation and campus.



# READER RESEARCH

## WHAT DOES THE READER WANT?

At TUCO magazine, 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  
**3%** commuting  
**24%** at home

## HOW THEY READ THE MAGAZINE

**4%** flick through the magazine  
**23%** read cover to cover  
**73%** 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

**97%**

said TUCO was the sector's leading title

**83%**

pass on their copy to an average of 5.2 additional readers

**90%**

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

**16,501**  
Total

**3,104**  
Mailed

**13,397**  
Passed on copies



LARGEST PRINT CIRCULATION IN THE SECTOR

# HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

BELLYBAND TO DPS

FOUR PAGE COVER WRAP

TEASER STRIPS



# 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

# TUCO

The University Caterers Organisation

## COMPETITIONS

### TUCO COMPETITIONS

**2-5 April 2024**

Warwick University



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

# TUCO

## CONFERENCE

### TUCO CONFERENCE

**29-31 July 2024**

Exeter University



# TUCO FEATURES LIST 2024

TUCO magazine features are subject to change.

Please contact **Kim Montellier de Selincourt** should you wish to reconfirm.

**Email:** kim@h2opublishing.co.uk

**Tel:** 07553 141718

## JANUARY

- **TUCO 2024 Procurement Guide**
- Catering Innovation & Concept Solution
- Pan Asian Food & Drink (Chinese New Year)
- Catering Light & Heavy Equipment
- Temporary Structures DPS

## FEBRUARY

- Potatoes & Chips
- Refrigeration & Ice Makers
- Grab & Go
- Temp & Permanent Staff

## MARCH

- **TUCO Competitions Preview**
- HRC/IFE Show Preview
- Energy Saving Equipment
- Soft Drinks & Fruit Juice
- Allergen Free Food
- EPOS Hardware & Software System

## APRIL

- **TUCO Competitions Show Issue**
- London Coffee Festival Preview
- Tea (Hot & Cold)
- Convenience Retail Products & Services
- Fish & Seafood
- Sandwiches

## MAY

- **TUCO Competitions Review**
- Barbecue Food & Equipment
- Stocks & Sauces
- Pizza & Pasta
- Conference & Banqueting
- EUROS' Preview

## JUNE

- **TUCO Conference & Exhibition Preview**
- Skills for Chefs Preview
- Street Food
- Coffee (Hot & Cold)
- Milk, Dairy & Bread
- Kitchen Equipment Maintenance, Deep Cleaning & Ventilation Ducting Services
- **Key Occasions:** Graduations, Wimbledon Fortnight, Independence Day, The Olympics

## JULY

- **TUCO Conference & Exhibition Show Issue**
- Alcohol
- Vending
- Food Waste Management Services
- Fruit & Veg
- **Key Occasions:** National Burger Day, The Hundred

## AUGUST

- **TUCO Conference & Exhibition Review**
- Microwaves & Ovens
- Catering Disposables & Kitchen Chemicals
- Branded Food Concepts
- **Key Occasions:** Freshers' week, Organic September, Fairtrade Fortnight

## SEPTEMBER

- **TUCO Freshers Special**
- lunch! Show Preview
- Commercial Kitchen Show Preview
- Breakfast Products
- Frozen Foods
- Carbon Reduction
- **Key Occasions:** National Curry Week, Halloween, Oktoberfest

## OCTOBER

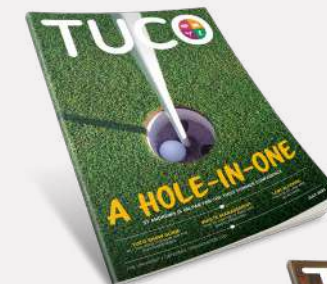
- Hot beverages
- Warewashing
- Catering Innovation & Concept Solution
- Soft Drinks & Fruit Juice
- **Key Occasions:** Bonfire Night, Thanksgiving

## NOVEMBER

- **TUCO Winter Conference Preview**
- Sports, Energy & Health Drinks
- Meat & Poultry
- Design & Installation
- **Key Occasions:** Christmas, New Year's Eve

## DECEMBER

- Vegan & Vegetarian Food Products
- Beverage Equipment
- Cakes, Confectionery & Snacks
- Cleaning, Hygiene & Food Safety
- **Key Occasions:** Dry January, Veganuary, Burns Night



# RATE CARD

## PRINT 2024

DOUBLE PAGE SPREAD

**£4,345**

FULL PAGE

**£2,750**

HALF PAGE

**£1,815**

THIRD PAGE

**£1,375**

QUARTER PAGE

**£1,045**

BELLYBAND INTO DPS

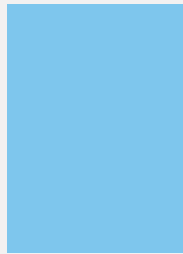
**£8,800**

# 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



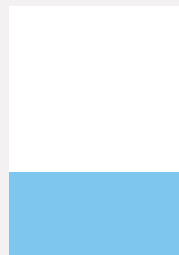
## 1/3 PAGE

### 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



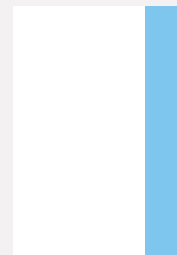
## 1/3 PAGE

### 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



**DAN  
HILLMAN**

DIRECTOR

07833 248788  
dan@h2opublishing.co.uk



**ROB  
MOLINARI**

DIVISIONAL  
DIRECTOR

07850 797252  
rob@h2opublishing.co.uk



**REMY  
SCHIELE**

KEY ACCOUNT  
DIRECTOR

07730 217747  
remy@h2opublishing.co.uk



**KIM MONTELLIER  
DE SELINCOURT**

EDITOR

07553 141718  
kim@h2opublishing.co.uk

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

**TUCO**



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# TUCO 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.

