

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS

Stirrup

Media Opportunities



2023

CREATE a Stir!

Be a part of the foodservice industry's leading customer magazine – and create a stir amongst our readership.

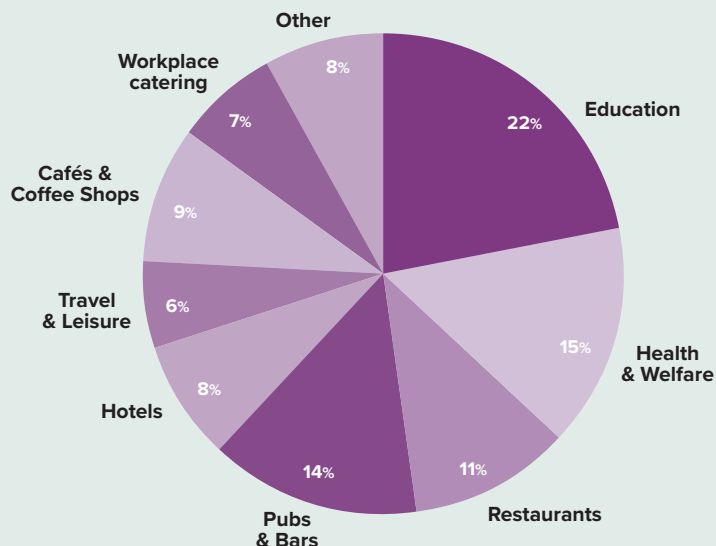
Stir it up is the industry's only fully integrated caterer communication, enabling suppliers to deliver a comprehensive brand campaign from promotional offers through to recipes and product features and benefits in print and online. This is achieved through our unique combination of a promotions brochure linked to the magazine.

Stir it up has been advising, supporting and entertaining chefs, caterers and business owners across the UK and Ireland for over a decade and we're proud of the reputation we have gained in the marketplace. We have been through a number of challenging years in our industry and the content provided through Stir it up has become more valuable

than ever to our readers. We tailored the content to suit the changing dynamics of the marketplace providing up-to-date news, advice, market data and support tools to our independent customers when they needed it most.

For 2023 we have introduced several new features as well as refreshing some of the existing articles to ensure the content is relevant and providing our customers with the up-to-date, valuable content they need. The new 'Penny Wise' feature will focus on helping caterers to make the most of their produce, make it go further and reduce costs where possible. Elsewhere we have a new food trends column and a quarterly feature focusing on seasonal produce and foraging.

The stats



91%

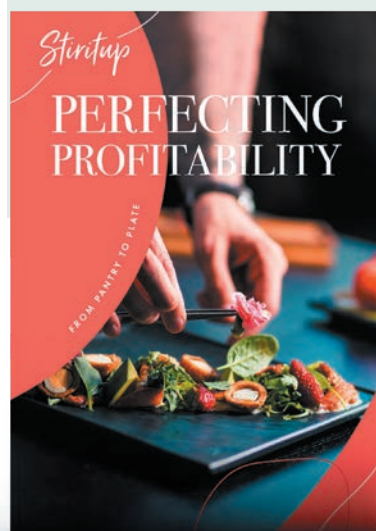
OF CUSTOMERS SAY THE PROMOTIONS DIRECTLY INFLUENCE WHAT THEY PURCHASE

84%

OF CUSTOMERS SAY THE MAGAZINE DIRECTLY INFLUENCES THEIR MENU

67%

OF READERS VIEW THE STIR IT UP MAGAZINE ONLINE AND UTILISE THE REST OF THE CONTENT ON THE WEBSITE



EDITORIAL CALENDAR 2023



To provide editorial content for consideration in any of the features of the magazine please provide the following;

Copy

- A clear word document with the editorial copy. If it is a feature where we specify that we require a quote or a person to be specifically attributed to, then please provide their full name, job title and an up to date image of that person
- We try to include as much relevant information as possible for our readers, therefore please be aware that we are likely to edit the provided content

Images

- Any supporting imagery is to be provided in high resolution, 300dpi, CMYK, print ready JPG or TIFF at an appropriate file size
- Please note that any images submitted for use within the Stir it up magazine features may also be used to support those features across our Stir it up website and social media platforms. If you are not happy with this, please let us know so we can ensure that they are not used anywhere other than in the printed magazine

January / February

CATEGORY FOCUS

Food trends for 2023

MELTING POT

Seasonal Events: Valentines Day & Shrove Tuesday

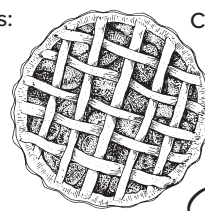
March

CATEGORY FOCUS

Tools of the Trade: Non-foods and Equipment

MELTING POT

Pies & Pastries: What's the latest in savoury hot foods?



April

CATEGORY FOCUS

World influences: snack-spiration

MELTING POT

Catering for All: A focus on specific dietary requirements

May

CATEGORY FOCUS

Redesigning a classic: Sandwiches

MELTING POT

Get set for summer - what's your favourite summer dish?



June

CATEGORY FOCUS

Going G-local (sustainability)

MELTING POT

Enjoying the outdoors - the perfect picnic

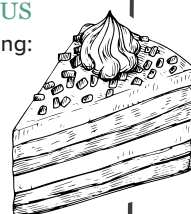
July

CATEGORY FOCUS

Degrees of spending: How to target and cater for students

MELTING POT

Let them eat cake



August

CATEGORY FOCUS

Happy Hydration: soft drinks, hot drinks, iced drinks & more

MELTING POT

Stacked: A focus on burgers and sides

September

CATEGORY FOCUS

Off-ally nice: Nose-to-tail Eating

MELTING POT

Produce Provenance and Supporting Local



October

CATEGORY FOCUS

Festive Menus

MELTING POT

Spotlight on Chocolate

November / December

CATEGORY FOCUS

Healthy Menus

MELTING POT

Veganuary



OVER 20,000 COPIES OF THE STIR IT UP MAGAZINE AND PROMOTIONS ARE PRINTED EACH ISSUE

We will be producing a selection of concise trend reports and sector specific guides throughout the year to inform caterers about key food and sector trends providing them with essential insight and market data along with a fantastic collection of recipes.



EDITORIAL Opportunities

The Stir it up team work with the Country Range Group member wholesalers, customers and suppliers to develop a series of features that provide advice, information and inspiration to the industry. This provides brands like yours with a fantastic opportunity to share your expertise, campaigns and raise the profile of your products and how caterers can use them.

CATEGORY FOCUS

In each issue of the magazine we focus on a different topic within this feature, providing key advice and industry insight to caterers and chefs. The themes for 2023 can be found on Page 3.

We require statistics, tips and advice along with direct quotes from relevant people within your business or brand teams – to provide industry knowledge, insight and product information. We will always reference the company, products and use the best of the relevant product and recipe imagery provided to give you the best possible coverage.

MELTING POT

This feature is a 'Melting Pot' of ideas from chefs, caterers and brand owners across the whole of the foodservice industry. We ask that tips, recipe ideas and menu inspiration that are sent over are focused around the specific theme of the issue, along with the best of your recipe imagery.

For the Melting Pot feature please provide 75-100 words of copy along with the full name, job title and an up-to-date image of the person the feature is being attributed to.

MARKETPLACE

The Marketplace feature is home to all product related news whether that be a new product launch, changes to an existing product, packaging updates, product specific award wins etc.

FOOD & INDUSTRY NEWS

The Food & Industry News section is to highlight any corporate level news to our readers, such as foodservice businesses and brands supporting key industry campaigns and competitions, the announcement of a specific ethical or sustainable policy or a business winning an award.

COOKS CALENDAR

Key food and beverage focus days, weeks and months are fantastic for caterers to utilise

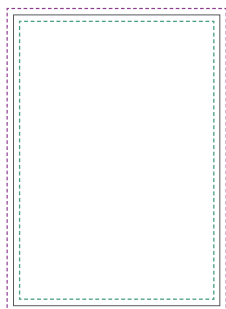
to create activity around whether that is through their marketing, menus or more. For this section we select the most interesting, colourful and innovative recipe images and ideas that relate to these relevant dates in the catering calendar. We feature them with a short description and any relevant links you wish to provide.

Do you have a story to tell which focuses on sustainability, staff training or mental health in the workplace? Let us know at stirup@countryrange.co.uk as we have various articles focusing on these key themes throughout the year.



ADVERTISING RATES & Specifications

There are a limited number of advert spaces available in each issue, so ensure you complete and send in your 2023 advertising booking form as soon as possible to secure your spaces.

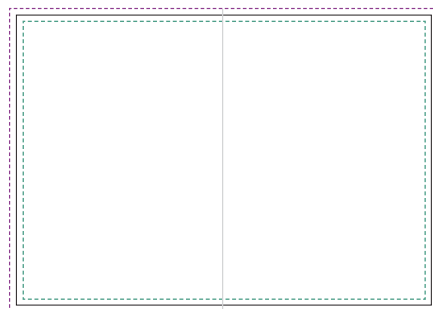


FULL PAGE

Trim: 210mm x 297mm

Type: 194mm x 281mm

Bleed: 216mm x 303mm



DOUBLE PAGE SPREAD

Trim: 297mm x 420mm

Type: 281mm x 404mm

Bleed: 303 mm x 426mm

MEDIA SPECIFICATION

All print ready advertising artwork must be sent to stiritup@countryrange.co.uk on or before the specified deadline as detailed on page 8.

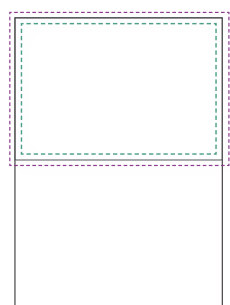
ACCEPTABLE FILE FORMATS:

Our preferred format is Adobe Acrobat PDF, these must be:

- High resolution (press optimised)
- Fonts embedded
- Pre-flight check advisable

WE CAN ALSO EXCEPT THE FOLLOWING FILE FORMATS:

- Photoshop TIFF, EPS (CMYK 300dpi), Illustrator EPS (fonts outlined, tiff linked graphics)
- NB: We do not accept open documents of Quark, InDesign and Illustrator etc.

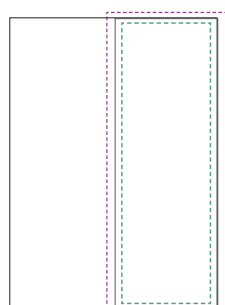


HALF PAGE HORIZONTAL

Trim: 210mm x 145mm

Type: 194mm x 129mm

Bleed: 216mm x 151mm



HALF PAGE VERTICAL

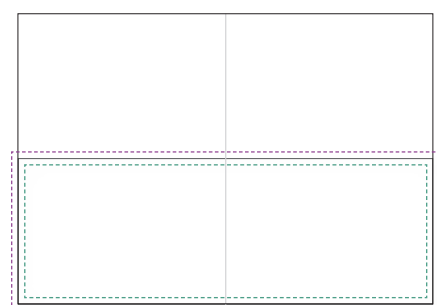
Trim: 105mm x 297mm

Type: 89mm x 281mm

Bleed: 201mm x 303mm



Please do not include any pricing or promotional mechanic on any of the adverts that are submitted for inclusion within the magazine.



HALF PAGE SPREAD

Trim: 420mm x 145mm

Type: 404mm x 129mm

Bleed: 426mm x 151mm

No increases to prices vs 2022

Size	x 1 insertion	2 - 5 insertions	6 + insertions
Double page spread	£5,150	less 5%	less 10%
Full page	£2,740	less 5%	less 10%
Half page spread	£2,740	less 5%	less 10%
Half page horizontal	£1,845	less 5%	less 10%
Half page vertical	£1,845	less 5%	less 10%

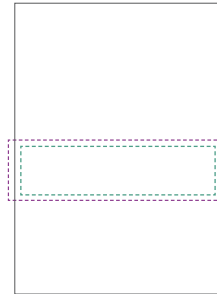
ADDITIONAL PRINT Opportunities

In addition to the advertising and editorial opportunities available we can provide additional print opportunities to maximise your brand campaigns.

From taking over the front cover of Stir it up with Belly Bands or Corner Pockets to providing tear out inserts or mini recipe booklets – we've got you covered.

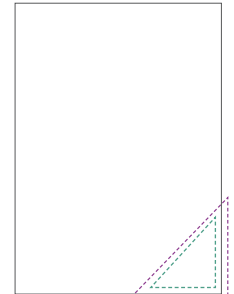
To discuss the advertising options shown here or to receive a quote please contact stiritup@countryrange.co.uk where our team will assist you.

For all advertising, campaigns & digital opportunities queries please contact our Stir it up team at the Country Range Group central office at stiritup@countryrange.co.uk



BELLY BAND/WRAPS

A Belly Band wraps around the whole mag, a Belly Wrap tucks in the centre fold and can open up on a desired advert



CORNER POCKETS

Multiple shape and die line options available

PLEASE CONTACT STIRITUP@COUNTRYRANGE.CO.UK FOR FURTHER DETAILS AND PRICING.



LOOSE OR PERFORATED INSERTS

Multiple size options available



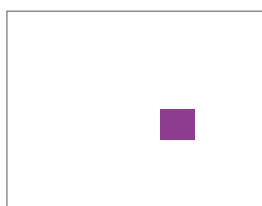
FOLD OUT PAGES

DIGITAL Opportunities

We are increasingly aware of the level of digital disruption within the foodservice industry which is heavily affecting the way brands, suppliers and wholesalers interact with caterers across all sectors.

The online channel activity opportunities available via the Stir it up website and across the social media platforms will complement your printed editorial and advertising campaigns and activity.

Display Advertising STIR IT UP WEBSITE

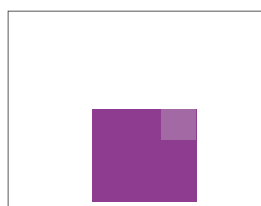


TILE

300px x 300px space you can have a fixed JPEG or animated GIF advertising tile sat on the homepage or any other sector specific or recipe page for a period of a month

Size: 300px x 300px

File Type: 72dpi RGB static JPG or Animated GIF



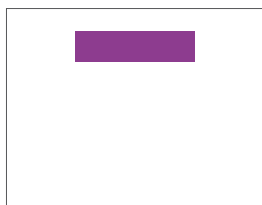
FOLDING TILE

Expands when you rollover the tile to showcase a larger 900px x 900px advert

Size: 300px x 300px

Expanded Size: 900px x 900px

File Type: 72dpi RGB static JPG or Animated GIF



BILLBOARD

A fixed JPG as part of the sliding carousel at the top of the home page

Size: 968px x 327px

File Type: 72dpi RGB static JPG



SIDE PANEL

Take over the right hand side panel with a static PNG with no background as this will have to sit over the light colouring of the website

Size: 567px x 900px

File Type: 72dpi RGB static PNG with no background

Billboard
968 x 327px

Side Panel
567 x 900px

Tile
300 x 300px



HOMEPAGE TAKEOVER

Take advantage of a full page takeover and make use of all digital advertising opportunities at once *

Size: All as above

File Type: 72dpi RGB static JPG or Animated GIF



OTHER OPPORTUNITIES

Recipe Packages

Take advantage of our Recipe Bundle option which provides you with a fully branded page with up to 9 recipes sat within it, your own text with external links and a selection of the recipes will appear across the homepage and recipe pages as featured recipes for the month.

Online Feature Pages

For any online specific campaigns, time specific news or if you've missed a print deadline, we can share your news as editorial features within the website.

PACKAGE TYPE COST

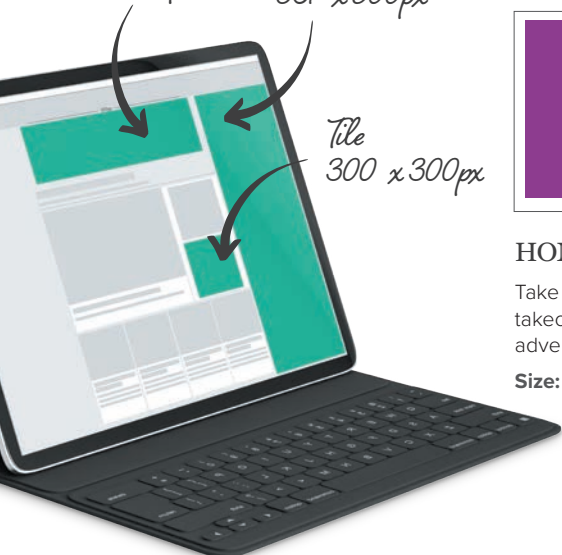
No increases to prices vs 2022

Digital Advert	Cost
Tile	£1,050
Folding Tile	£1,700
Recipe Package	£1,500
Tile & Recipe Package	£2,000
Folding Tile & Recipe Package	£2,500
Billboard	£3,000
Homepage Takeover	£5,000
ALL DIGITAL PACKAGES RUN FOR A CALENDAR MONTH	

@ StiritupMag SOCIAL MEDIA

There are opportunities for bespoke social media packages to be created for your brand across Stir it up's Twitter and Instagram platforms. We will tailor the options to suit your needs, please contact stiritup@countryrange.co.uk to discuss further.

*These are exclusive spaces on the webpage that are only available 10 times per year and will be allocated around key branded Group initiatives and campaigns. Please contact stiritup@countryrange.co.uk for further details.



DEADLINE *calendar*

Period	Supplier Proposal Deadline <i>Promotions & advert details to reach us before:</i>	Editorial Deadline	Artwork deadline <i>All magazine artwork due in</i>	# Buying in dates	From	To	Sell
				Selling out dates	Monday	Friday	Duration
January	21.09.22	20.10.22	27.10.22	Buying In	05.12.22	27.01.23	5 weeks
				Selling Out	26.12.22	27.01.23	
February (Promotions only)	12.10.22	N/A	N/A	Buying In	09.01.23	24.02.23	4 weeks
				Selling Out	30.01.23	24.02.23	
March	09.11.22	15.12.22	22.12.22	Buying In	06.02.23	31.03.23	5 weeks
				Selling Out	27.02.23	31.03.23	
April	14.12.22	19.01.23	26.01.23	Buying In	13.03.23	28.04.23	4 weeks
				Selling Out	03.04.23	28.04.23	
May	18.01.23	16.02.23	23.02.23	Buying In	10.04.23	02.06.23	5 weeks
				Selling Out	01.05.23	02.06.23	
June	15.02.23	16.03.23	23.03.23	Buying In	15.05.23	30.06.23	4 weeks
				Selling Out	05.06.23	30.06.23	
July	22.03.23	20.04.23	27.04.23	Buying In	12.06.23	28.07.23	4 weeks
				Selling Out	03.07.23	28.07.23	
August	19.04.23	25.05.23	01.06.23	Buying In	10.07.23	01.09.23	5 weeks
				Selling Out	31.07.23	01.09.23	
September	24.05.23	22.06.23	29.06.23	Buying In	14.08.23	29.09.23	4 weeks
				Selling Out	04.09.23	29.09.23	
October	21.06.23	20.07.23	27.07.23	Buying In	11.09.23	03.11.23	5 weeks
				Selling Out	02.10.23	03.11.23	
November/ December	19.07.23	24.08.23	31.08.23	Buying In	16.10.23	29.12.23	8 weeks
				Selling Out	06.11.23	29.12.23	

OUR BUYING IN DATES ALWAYS REFER TO DATE OF ORDER.

Therefore all orders placed by members within the promotion period would qualify for any 'off-invoice' discount offered. If your invoicing systems work on any other period of time, i.e. Date of Delivery, you will need to adapt your own input information to ensure that members orders are captured and processed correctly.

All editorial and print advertising must be received by the specified deadline, if you miss a deadline or miss an advert submission completely you may still be charged.

**ends on a Thursday*