

THE COUNTRY RANGE GROUP MAGAZINE FOR CATERERS

# Stirritup

Media Opportunities



2024

# 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 online and in print. This is achieved through our unique combination of a promotions brochure linked to the online and printed magazine.

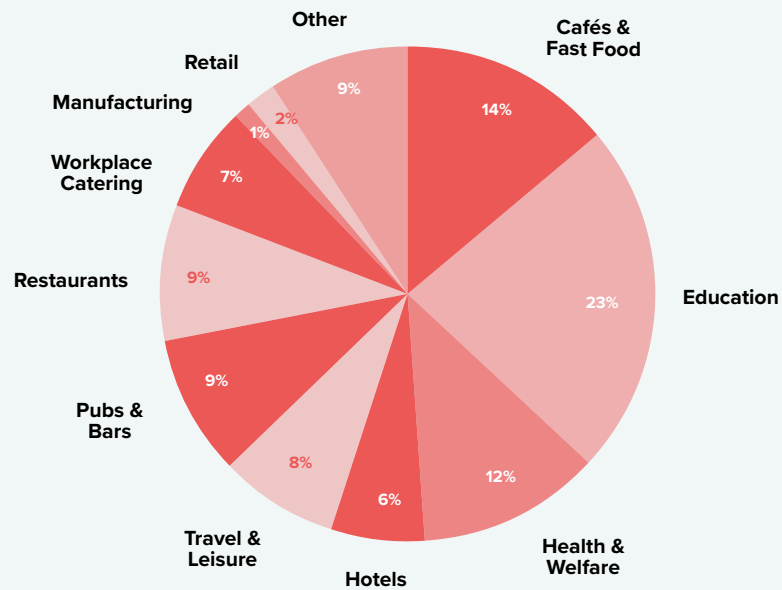
Every printed issue of Stir it up is hand delivered directly to owners, chefs, managers and their teams with their product deliveries, cutting through the noise of junk mail and getting directly to the caterers!

Stir it up has been advising, supporting and entertaining chefs, caterers and business owners across the UK and Ireland for over 15 years 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 continue to tailor 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 2024 we will continue to refresh some of the existing features to ensure our content is relevant and continues to provide our customers with the up-to-date, valuable information they need. The popular 'Making Ends Meet' feature will continue to focus on supporting caterers maximise their produce, making it go further and reducing costs where possible. Elsewhere, we will continue to focus on what is important to education, care and welfare and hospitality sectors, discuss new food trends and continue to champion sustainability, seasonal produce and foraging.

## The stats



72%

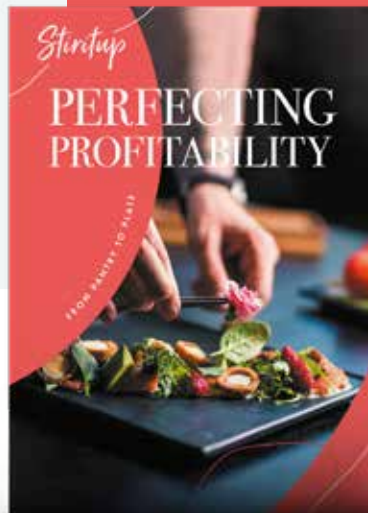
OF CUSTOMERS SAY THE PROMOTIONS DIRECTLY INFLUENCE WHAT THEY PURCHASE

92%

OF STIR IT UP READERS ARE TRUE PURCHASE DECISION MAKERS CONSISTING OF OWNERS, MANAGERS AND CHEFS

### Readers Review

**"IT'S A GOOD MAGAZINE...WE GET A FEW THROUGH AND SOME DON'T MAKE THE READING PILE HOWEVER PLEASED TO SAY STIR IT UP DOES"**







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 2024 can be found on Page 4.

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.

**ADDITIONAL OPPORTUNITIES**

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





# EDITORIAL CALENDAR 2024

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.



## Jan/Feb

### CATEGORY FOCUS

Sunrise Service: Navigating nutritional balance for breakfast and brunch

### MELTING POT

Curbside Culinary Adventures: celebrating street food

## March

### CATEGORY FOCUS

The Science of Spending: Practical tips for raising the average spend per head

### MELTING POT

Tiny Tastemakers: mastering child-friendly catering

## April

### CATEGORY FOCUS

Stay and Savour: How to create unforgettable staycations

### MELTING POT

Culinary Cool Down: Menus to celebrate summer

## May

### CATEGORY FOCUS

Taste of Tomorrow: Caf  food & beverage trends

### MELTING POT

Feeling Nostalgic: classic comforts in a contemporary kitchen

## June

### CATEGORY FOCUS

Culinary Diversity on Campus: secondary and higher education catering

### MELTING POT

Catch of the Day: The finest seafood dishes in hospitality

## July

### CATEGORY FOCUS

Culinary Crossroads: Tracking the evolution of Asian food trends

### MELTING POT

On-the-go Gastronomy: handheld snacks for discerning diners



## August

### CATEGORY FOCUS

Time Cheats: Overcome staffing issues with time saving kitchen prep

### MELTING POT

Mocktail Magic: Creating non-alcoholic drinks that impress

## September

### CATEGORY FOCUS

Soup Hearty and Healing: crafting nutrient-rich soups for care catering

### MELTING POT

Rooted in Community: Celebrating locally sourced produce

## October

### CATEGORY FOCUS

The Gift of Good Food: Creating a memorable menu for Christmas

### MELTING POT

Decadent Desserts: Elevating Christmas with indulgent desserts

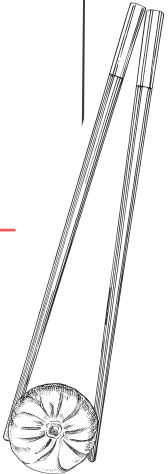
## Nov/Dec

### CATEGORY FOCUS

Spotless Standards: the role of cutting edge cleaning products and equipment

### MELTING POT

Vegan Vibes: Trends and new plant-based dishes

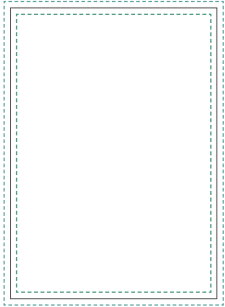


We will be producing a selection of concise trend reports and sector specific guides throughout the year to inform caterers about key food and sector trends providing them with essential insight and market data along with a fantastic collection of recipes.



# ADVERTISING RATES & Specifications

There are a limited number of advert spaces available in each issue, so ensure you complete and send in your 2024 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.

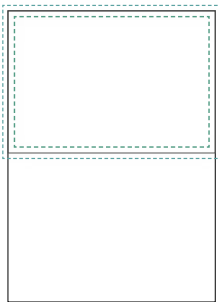
**ACCEPTABLE FILE FORMATS:**

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

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

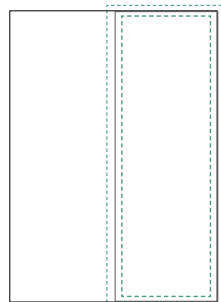
**WE CAN ALSO ACCEPT THE FOLLOWING FILE FORMATS:**

- 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

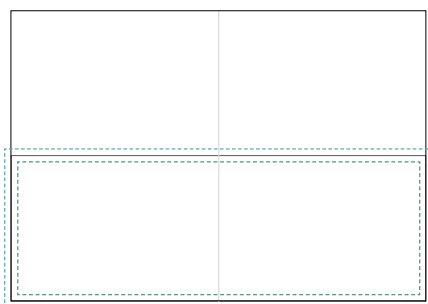


**HALF PAGE VERTICAL**

**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

*Investment*

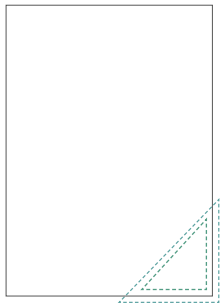
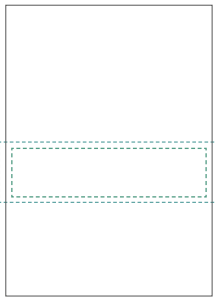
Size	x 1 insertion	2 - 5 insertions	6 + insertions
Double page spread	£5,150	less 5%	less 10%
Full page	£2,740	less 5%	less 10%
Half page spread	£2,740	less 5%	less 10%
Half page horizontal	£1,845	less 5%	less 10%
Half page vertical	£1,845	less 5%	less 10%

# 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.

For all advertising, campaigns & digital opportunities queries please contact our Stir it up team at the Country Range Group central office at [stirup@countryrange.co.uk](mailto:stirup@countryrange.co.uk)



### BELLY BAND/WRAPS

A Belly Band wraps around the whole mag, a Belly Wrap tucks in the centrefold and can open

### CORNER POCKETS

Multiple shape and die line options available



*Readers Review*  
 "A BRILLIANT READ COMPARED TO OTHERS OUT THERE"

### LOOSE OR PERFORATED INSERTS

Multiple size options available



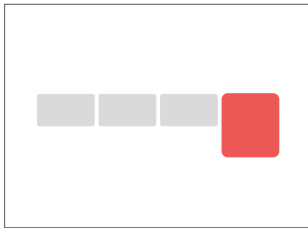
FOLD OUT PAGES



# DIGITAL Opportunities

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.

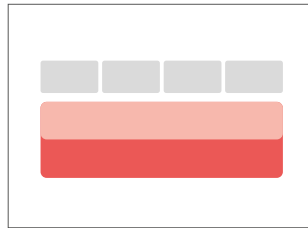
## Display Advertising STIR IT UP WEBSITE



### TILE

Static graphic on either home, sector page and related post and recipe pages

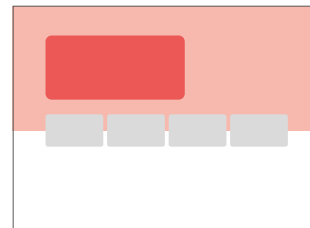
- 600px x 600px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



### FOLDING TILE

Expanding graphic on either home, sector page and related post and recipe pages

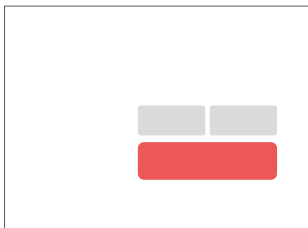
- 2265px x 350px - visible
- 2265px x 700px - expanded
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



### BILLBOARD - HOMEPAGE

1 x sliding graphic on homepage

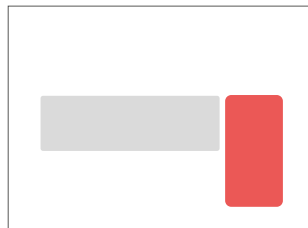
- 1920px x 1080px - background image - no text, JPG
- 1470px x 770px - billboard graphic - transparent background, PNG/GIF
- Leave 30 px border all round
- Leave top left corner clear
- Can link internally or externally



### ENHANCED TILE

1 x static graphic on either homepage, latest news and related post and recipe pages

- 1632px x 510px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



### SIDEBAR ADVERT

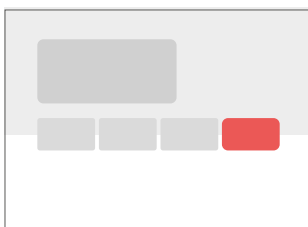
1 x sidebar graphic on marketplace, latest news or recipe pages

- 600px x 1200px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally

### BILLBOARD - SECTOR PAGE

1 x sliding graphic on a sector page

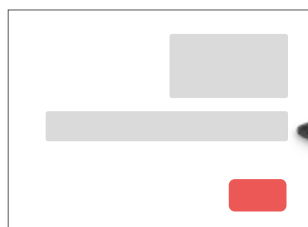
- 1920px x 1080px - background - no text, JPG
- 1470px x 770px - billboard graphic - transparent background, PNG/GIF
- Leave 30 px border all round
- Leave top left corner clear
- Can link internally or externally



### 4 BLOCK TILE

Static graphic on either home or sector pages

- 600px x 340px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



### RECIPE TILE

Static graphic on selected recipe pages

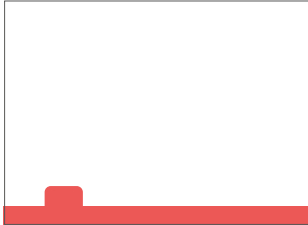
- 600px x 340px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



### @ 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](mailto:stiritup@countryrange.co.uk) to discuss further.

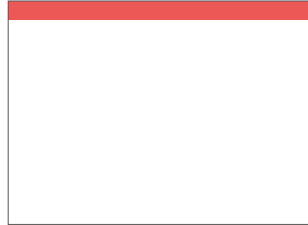
# DIGITAL Opportunities (cont.)



## STICKY BOTTOM BANNER

1 x sticky bottom banner on homepage and sector pages

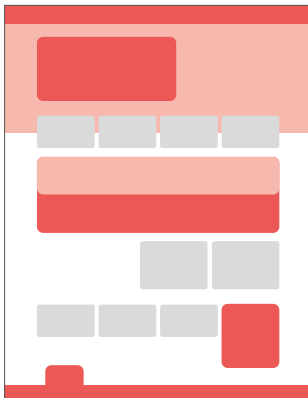
- 1980px x 150px - background image - no text, JPG
- 660px x 75 px - centre graphic - transparent background, PNG/GIF
- 600px x 400px - overlay - transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally



## SECTOR PAGE HEADER ADVERT

1 x Static graphic on sector pages as part of the homepage takeover

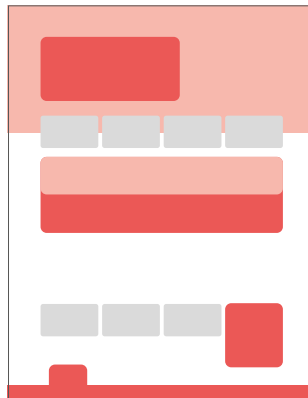
- 1980px x 150px - background image - no text, JPG
- 660px x 75 px - centre graphic - transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally



## HOMEPAGE TAKEOVER

1 x tile, 1 x billboard (position 1), sticky homepage bar, sector page header bar

- See individual asset specs



## SECTOR PAGE TAKEOVER

1 x tile, 1 x folding tile, 1 x billboard (position 1), 1 x enhanced tile, sticky bottom banner

- See individual asset specs

## INVESTMENT

Digital Advert	Cost
Tile	£1,050
Folding Tile	£1,700
Enhanced Tile	£1,050
Sidebar Advert	£1,050
Billboard - Homepage	£3000
4 Block Tile	£1,000
Sector Page Header Advert	£3000
Homepage Takeover	£5,000
Sector Page Takeover	£3,000
Recipe Package	£1,500
Tile/Recipe Package	£2,000
Folding Tile/Recipe Package	£2,500

ALL DIGITAL PACKAGES RUN FOR A CALENDAR MONTH

## Recipe packages

Take advantage of our Recipe Bundle option which provides you with a fully branded page with up to nine 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.

### RECIPE PACKAGE

Creation / update of a dedicated brand page with recipes and editorial

- Brand logo
- Banner image - no text in the graphic
- File format: JPG/GIF

### TILE/RECIPE PACKAGE

1 x tile placement, Creation / update of a dedicated brand page with recipes and editorial

- See individual asset specs

### FOLDING TILE/RECIPE PACKAGE

1 x folding tile placement, Creation / update of a dedicated brand page with recipes and editorial

- See individual asset specs





# DEADLINE *calendar*

Period	Supplier Proposal Deadline <i>Promotions &amp; 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	20.09.23	19.10.23	26.10.23	Buying In	04.12.23	26.01.24	4 weeks
				Selling Out	02.01.24	26.01.24	
February (Promotions only)	11.10.23	N/A	N/A	Buying In	08.01.24	23.02.24	4 weeks
				Selling Out	29.01.24	23.02.24	
March	08.11.23	14.12.23	21.12.23	Buying In	05.02.24	28.03.24	5 weeks
				Selling Out	26.02.24	28.03.24	
April	13.12.23	18.01.24	25.01.24	Buying In	11.03.24	26.04.24	4 weeks
				Selling Out	02.04.24	26.04.24	
May	17.01.24	15.02.24	22.02.24	Buying In	08.04.24	31.05.24	5 weeks
				Selling Out	29.04.24	31.05.24	
June	14.02.24	14.03.24	21.03.24	Buying In	07.05.24	28.06.24	4 weeks
				Selling Out	03.06.24	28.06.24	
July	20.03.24	18.04.24	25.04.24	Buying In	10.06.24	26.07.24	4 weeks
				Selling Out	01.07.24	26.07.24	
August	17.04.24	23.05.24	30.05.24	Buying In	08.07.24	30.08.24	5 weeks
				Selling Out	29.07.24	30.08.24	
September	22.05.24	20.06.24	27.06.24	Buying In	12.08.24	27.09.24	4 weeks
				Selling Out	02.09.24	27.09.24	
October	19.06.24	18.07.24	25.07.24	Buying In	09.09.24	01.11.24	5 weeks
				Selling Out	30.09.24	01.11.24	
November/ December	17.07.24	22.08.24	29.08.24	Buying In	14.10.24	27.12.24	8 weeks
				Selling Out	04.11.24	27.12.24	

## # 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*