

Stirritup

SUPPLIERS

2025



ADVERTISING MEDIA PACK

CREATE *a Stir!* IN 2025

Be a part of the foodservice industry’s leading catering communities – and create a stir amongst our readership.

Stir it up is one of the leading publications in the industry, because we go beyond the basics, connecting suppliers with caterers through powerful brand campaigns that cover everything from irresistible promotional offers to mouthwatering recipes and in-depth product features. And we don’t stop there—our unique combination of a promotions brochure seamlessly ties into our online and printed magazine, ensuring you can get the best of both worlds from your marketing campaigns.

What sets Stir it up apart is our personal touch. Every printed issue is hand-delivered straight to the hands of owners, chefs, managers, and their teams—no more getting lost in the sea of junk mail. We make sure our magazine gets right where it matters most: directly to the caterers.

For over 16 years, Stir it up has been the trusted companion for chefs, caterers, and business owners across the UK and Ireland. We’ve built a strong reputation for advising, supporting, and entertaining our readers, especially through the challenging times our industry has faced. As the market continues to

evolve, so does our content. We’re committed to delivering the latest news, expert advice, market insights, and essential support tools right when caterers need them the most.

Looking ahead to 2025, we’re refreshing some of our most loved features to keep our content relevant and impactful. Our much-loved ‘Making Ends Meet’ feature will continue to be your go-to guide for maximizing your produce, stretching your budget, and cutting costs where it counts.

But that’s not all—we’ll also keep shining a spotlight on what matters most in the education, care, welfare, and hospitality sectors. From exploring exciting new food trends to championing sustainability, seasonal produce, and foraging, we’re here to help caterers stay ahead of the curve and you to get your brand seen!

Stir it up isn’t just a magazine; it’s a caterer’s partner in the kitchen, their source of inspiration, and your connection to a community that’s as passionate about food as you are.

By using the power of Stir it up you can get ready for an exciting year ahead!

78%

OF READERS’ PURCHASES ARE INFLUENCED BY STIR IT UP

92%

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

57%

OF READERS SAY THE MAGAZINE INFLUENCES THEIR MENUS



“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”

EDITORIAL OPPORTUNITIES WITH STIR IT UP

At Stir it up, we're all about collaboration and creativity! Our team partners closely with the Country Range Group wholesalers, customers, and suppliers to craft features that are packed with advice, information, and inspiration for the industry.

This is your golden opportunity to shine—whether it's sharing your brand's expertise, showcasing your latest campaigns, or elevating the profile of your products.

Together, we'll show caterers exactly how they can put your products to amazing use, helping you make a lasting impact in the market!



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 2025 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 industry news whether that be new product launches, changes to products, award wins, company and corporate updates, research or trend reports and even announcements of ethical or sustainability updates. If you have something to shout about let us know and feature in the marketplace.

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 as we have various articles focusing on these key themes throughout the year.

FOCUS EDITORIAL TOPICS

for 2025



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

Food Trends: What's hot and what's not in 2025

MELTING POT

Health Hacks: Navigating the latest diet trends

MARCH

CATEGORY FOCUS

Nourishing Care: Crafting thoughtful menus for care homes

MELTING POT

Pastry: What's your favourite filling?

APRIL

CATEGORY FOCUS

The Big Day: Adding the wow factor to event catering

MELTING POT

Farm to Fork: Provenance and seasonal menus

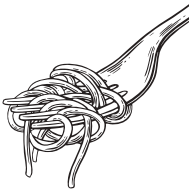
MAY

CATEGORY FOCUS

Sizzling Success: The latest BBQ trends

MELTING POT

A Culinary Journey through Italy



JUNE

CATEGORY FOCUS

Top of the Class: Menu planning for the new term

MELTING POT

Rise and Shine: Breakfast and brunch inspiration

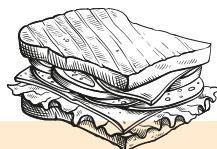
JULY/AUG

CATEGORY FOCUS

Hooked on Flavour: Dive into the world of seafood

MELTING POT

Our Daily Bread: Sandwich inspiration



SEPTEMBER

CATEGORY FOCUS

Cosy Vibes: Café and coffee shop trends

MELTING POT

Playful Plates: Child-friendly dishes that delight and nourish

OCTOBER

CATEGORY FOCUS

Season's Eatings: Savoury and sweet delights for every festive feast

MELTING POT

From Flour to Frostings: The secret ingredients for sweet success



NOV/DEC

CATEGORY FOCUS

Liquid Gold: The art of designing an irresistible drinks menu

MELTING POT

Festive Remix: Turning Christmas leftovers into new delights

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.

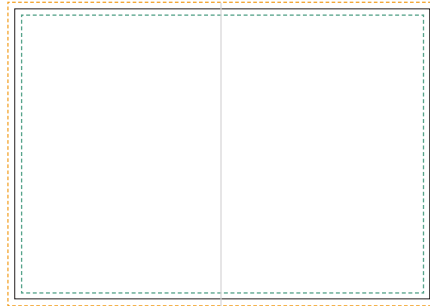
Want to get involved? Get in touch with our team to find out how at stiritup@countryrange.co.uk

PRINT ADVERTISING RATES & SPECIFICATIONS



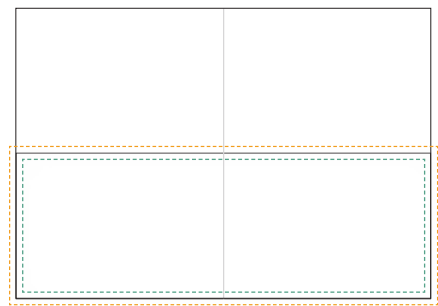
FULL PAGE

Trim: 210mm x 297mm
Type: 194mm x 281mm
Bleed: 216mm x 303mm



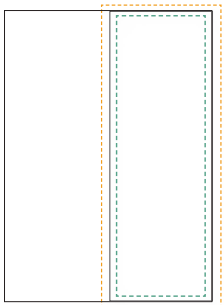
DOUBLE PAGE SPREAD

Trim: 297mm x 420mm
Type: 281mm x 404mm
Bleed: 303 mm x 426mm



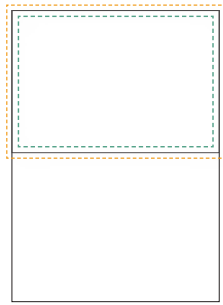
HALF PAGE SPREAD

Trim: 420mm x 145mm
Type: 404mm x 129mm
Bleed: 426mm x 151mm



HALF PAGE VERTICAL

Trim: 105mm x 297mm
Type: 89mm x 281mm
Bleed: 201mm x 303mm



HALF PAGE HORIZONTAL

Trim: 210mm x 145mm
Type: 194mm x 129mm
Bleed: 216mm x 151mm

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 9.

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.

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% |

Get the most impact out of your print adverts by running a combined print and digital campaign.

Talk to us to find out more!

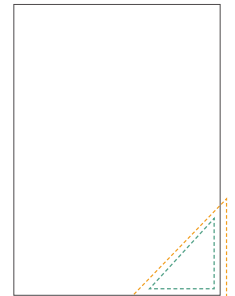
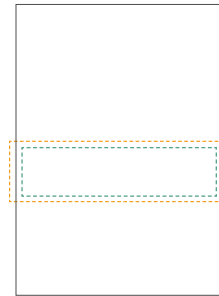


Please do not include any pricing or promotional mechanic on any of the adverts that are submitted for inclusion within the magazine.

ADDITIONAL MAGAZINE 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.



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

LOOSE OR PERFORATED INSERTS

Multiple size options available

FOLD OUT PAGES



GOT A UNIQUE IDEA?
GET IN TOUCH WITH US TO SEE IF WE CAN MAKE IT A REALITY.



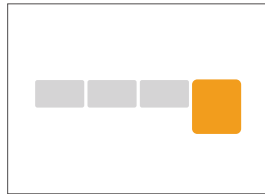
ANY ADDITIONAL PRINT OPPORTUNITIES ARE AVAILABLE FOR AN ADDITIONAL COST AND ARE MADE BESPOKE TO YOUR CAMPAIGN.

TALK TO OUR TEAM TO FIND OUT MORE.

DIGITAL ADVERTISING RATES & SPECIFICATIONS

for the Stir it up Website

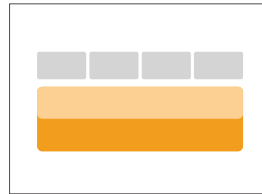
The online opportunities available through the Stir it up website and across our social media platforms complement our printed magazine. Get the most out of your advertising campaigns by running both print and digital adverts.



TILE

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

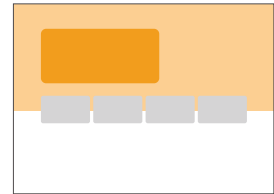
- 600px x 600px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



FOLDING TILE

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

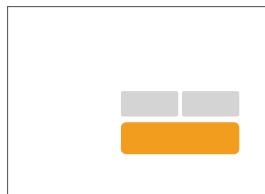
- 2265px x 350px - visible
- 2265px x 700px - expanded
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



BILLBOARD - HOMEPAGE

1 x sliding graphic on homepage

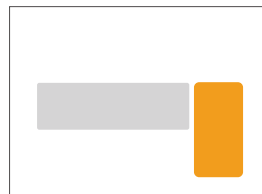
- 1920px x 1080px - background: no text, JPG
- 1470px x 770px - billboard graphic: transparent background, PNG/GIF
- Leave 30 px border all round
- Leave top left corner clear
- Can link internally or externally
- For mobile please supply 1x title graphic



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

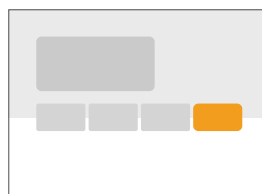
1 x sliding graphic on a sector page

- 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
- For mobile please supply 1x title graphic



JOIN THE SOCIAL COMMUNITY

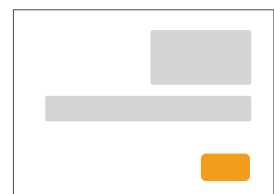
We love a getting social, if you have any social content that you would like to share with us throughout the year then simply send it to us. There are also opportunities for some bespoke social campaigns.



4 BLOCK TILE

Static graphic on either home or sector pages

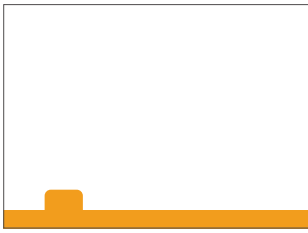
- 600px x 340px
- Leave 30 px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



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



STICKY BOTTOM BANNER

1 x sticky bottom banner on homepage and sector pages

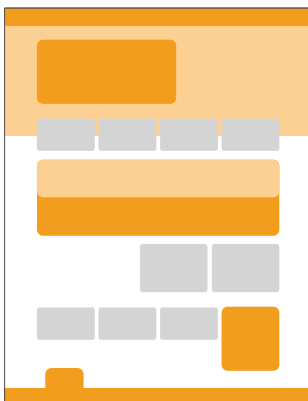
- 1980px x 150px - background image: no text, JPG
- 660px x 75 px - centre graphic: transparent background, PNG/GIF
- 600px x 400px - overlay: transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally



SECTOR PAGE HEADER ADVERT

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

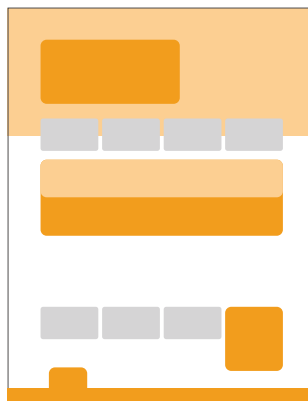
- 1980px x 150px - background image: no text, JPG
- 660px x 75 px - centre graphic: transparent background, PNG/GIF
- Leave 20 px border top and bottom
- Can link internally or externally



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



Something Missing?

If there is an idea not listed here or you would like a bespoke package created from the different elements, our experienced team are available to discuss and tailor a package to suit your needs. Please contact stiritup@countryrange.co.uk to discuss further.

Investment

| Digital Advert | Cost |
|-----------------------------|--------|
| Tile | £1,050 |
| Folding Tile | £1,700 |
| Enhanced Tile | £1,050 |
| Sidebar Advert | £1,050 |
| Billboard - Homepage | £3,000 |
| 4 Block Tile | £1,000 |
| Billboard - Sector Page | £1,800 |
| 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

Brand Pages

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



2025 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 | 18.09.24 | 17.10.24 | 24.10.24 | Buying In | 02.12.24 | 31.01.25 | 4 weeks |
| | | | | Selling Out | 06.01.25 | 31.01.25 | |
| February (Promotions only) | 09.10.24 | N/A | N/A | Buying In | 06.01.25 | 28.02.25 | 4 weeks |
| | | | | Selling Out | 03.02.25 | 28.02.25 | |
| March | 06.11.24 | 12.12.24 | 19.12.24 | Buying In | 03.02.25 | 28.03.25 | 4 weeks |
| | | | | Selling Out | 03.03.25 | 28.03.25 | |
| April | 11.12.24 | 16.01.25 | 23.01.25 | Buying In | 10.03.25 | 02.05.25 | 5 weeks |
| | | | | Selling Out | 31.03.25 | 02.05.25 | |
| May | 15.01.25 | 13.02.25 | 20.02.25 | Buying In | 07.04.25 | 30.05.25 | 4 weeks |
| | | | | Selling Out | 06.05.25 | 30.05.25 | |
| June | 12.02.25 | 13.03.25 | 20.03.25 | Buying In | 06.05.25 | 27.06.25 | 4 weeks |
| | | | | Selling Out | 02.06.25 | 27.06.25 | |
| July | 19.03.25 | 17.04.25 | 24.04.25 | Buying In | 09.06.25 | 01.08.25 | 5 weeks |
| | | | | Selling Out | 30.06.25 | 01.08.25 | |
| August (Promotions only) | 16.04.25 | N/A | N/A | Buying In | 07.07.25 | 29.08.25 | 4 weeks |
| | | | | Selling Out | 04.08.25 | 29.08.25 | |
| September | 21.05.25 | 19.06.25 | 26.06.25 | Buying In | 11.08.25 | 26.09.25 | 4 weeks |
| | | | | Selling Out | 01.09.24 | 26.09.25 | |
| October | 18.06.25 | 17.07.25 | 24.07.25 | Buying In | 08.09.25 | 31.10.25 | 5 weeks |
| | | | | Selling Out | 29.09.25 | 31.10.25 | |
| November/ December | 16.07.25 | 21.08.25 | 28.08.25 | Buying In | 13.10.25 | 26.12.25 | 8 weeks |
| | | | | Selling Out | 03.11.25 | 26.12.25 | |

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

