

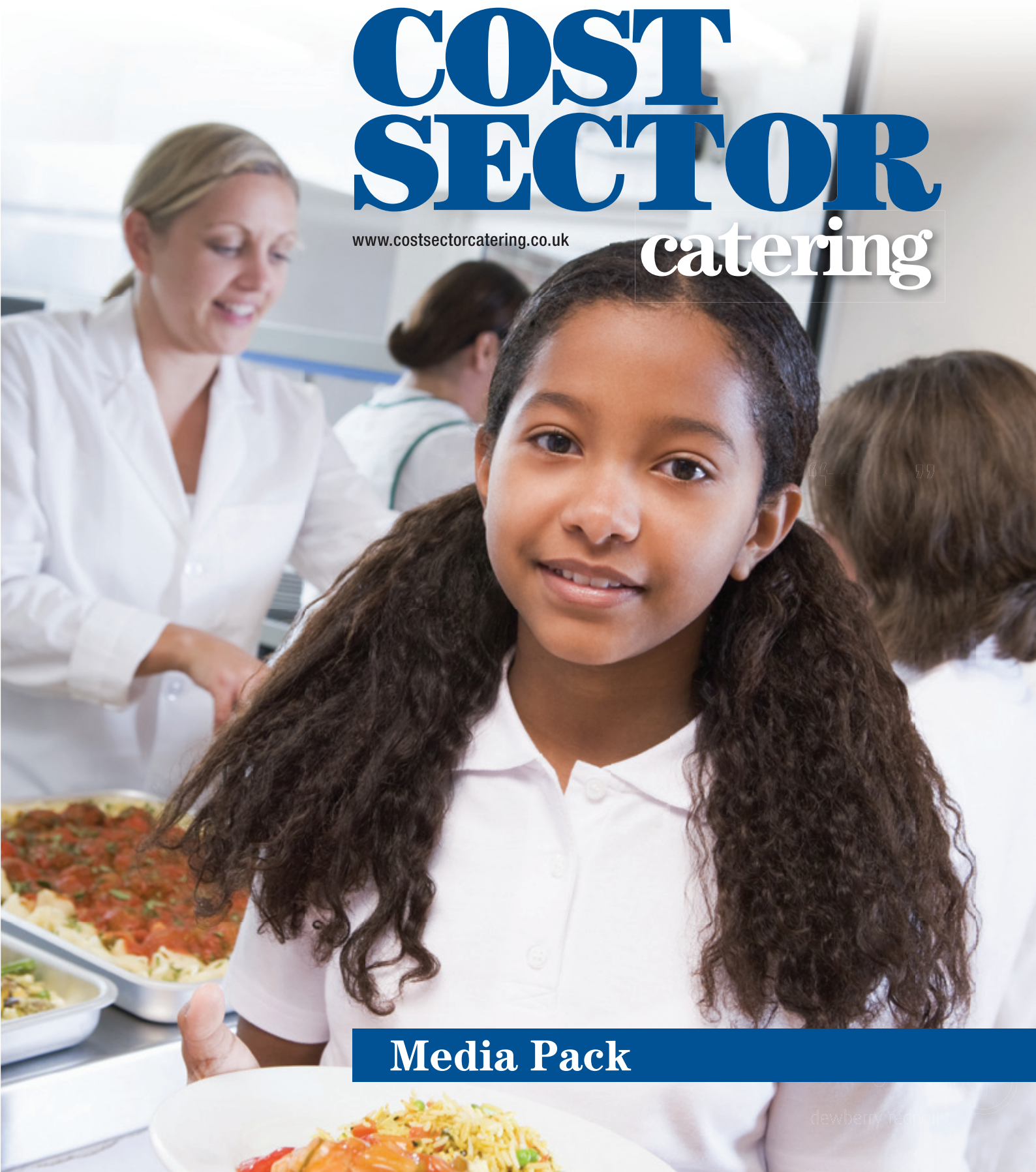


THE MAGAZINE FOR THE FOODSERVICE INDUSTRY

# COST SECTOR

[www.costsectorcatering.co.uk](http://www.costsectorcatering.co.uk)

catering



**Media Pack**

# COST SECTOR catering

## Introduction

Very few things are a certainty in life, but here are a few. There will be prisons, there will be schools, there will be armed forces, there will be hospitals and there will be offices. Within these establishments there will be people and these people need to eat. For that reason alone foodservice companies have to target the cost sector and **Cost Sector Magazine** is the only media product that is exclusively targeted at the businesses that feed these people.

Government and business will continue to fund catering services across their portfolio of sites, from Afghanistan to Canary Wharf people need to be fed. Exceptional amounts of money will be spent on food, drink, catering equipment, furniture and design as well as technology and environmental products that support the governments push towards their Kyoto targets in 2020.

The diversity of product and service requirements across the cost sector presents opportunities for all types of businesses, spend is continuous and there is never a bad time to communicate with this lucrative group.



## The Market

The term 'cost sector' refers to a model for food delivery and payment within the Public Sector and Business and Industry catering, these models have changed and now differ significantly across the various areas, however the terminology remains. In its simplest form the term Cost Sector covers the following public and private catering opportunities:

- Education
- Prisons
- Healthcare
- Staff catering
- Event catering
- Universities/Higher Education
- Ministry of Defence
- Care Homes
- Other Government catering

These areas are tied by the need to supply a large quantity of meals, normally in a set time period and from a central catering operation for the site. Much of the catering is outsourced to contractors who provide the meals within agreed budgets and more often than not to nutritional standards set by government.



*“As a major supplier to the foodservice industry, the media is vitally important to 3663. I have read CSC for many years and the newest format is simply the best. CSC is very much a “cannot miss” publication.”*

ANDY KEMP, GROUP SALES DIRECTOR, 3663 FIRST FOR FOODSERVICE

# COST SECTOR catering

## So what is the market worth and how big is it?

The cost sector is responsible for 44% of meals served outside the home from 27% of the sites where food can be bought. The 44% represents over 3 billion meals served every year, from simple grab and go to full fine dining facilities at some major B&I operations.

Research differs for public sector food spend, with at least £2.1bn spent on food, catering services and equipment every year, with over 30,000 public sector organisations placing food orders every day. This means between 1.5 and 2 billion meals are served in the public sector every year. With a further 1 billion in B&I for staff catering.



Cold drink purchases exceed £400 million pound across the cost sector with food being worth nearly £1.6bn in the public sector and a further £1.1bn in B & I.\*

\*source UK Foodservice Industry report 2008

The 2009 Food and Service Management report conducted by the British Hospitality Association, showed contract caterers had spent £1.358bn on food and beverage purchases as part of a total spend in excess of £4bn.

The scale of the business opportunity is easy to see from these vast figures, but in case you are still not convinced by the size of the opportunity here are some more to put the sector into perspective.

Sector	Number of sites	Central Decision making units
<b>Education</b>		
Local Education Authorities	22,797	
Primary Schools	692	
Secondary Schools	5,133	
Universities/Higher Ed	2,803	123
Prisons	213	1
Ministry of Defence	602 (in UK)	Diverse by product type
<b>Healthcare</b>	3,093	885
Care Homes	11,132 (6,732 independents)	527
<b>Business &amp; Industry</b>	28,436	Predominantly Contract Caterer operated
Contract Caterer		789
Other Government	24,506	
Event Catering	2,435	44
<b>TOTAL</b>	<b>101,150</b>	<b>3,061</b>

Big figures that project big opportunity.

## Cost Sector Catering Magazine (CSC)

CSC is the only magazine dedicated to targeting this astonishingly lucrative market. As a business we have a number of products that are geared to targeting specific areas of the cost sector, but at the heart of the business the tool that propels our brand and our relationship with the industries key decision makers is CSC.

*“Cost Sector Magazine is by far the leading magazine of its kind and each copy guarantees reputable, news-worthy content, appealing to all those with an interest within the cost sector catering industry. Whether an equipment or food supplier, caterer, local authority or association, the magazine boasts a reputation for delivering sector specific insight second to none.”*

GLENN ROBERTS,  
MANAGING DIRECTOR,  
GRAM UK.



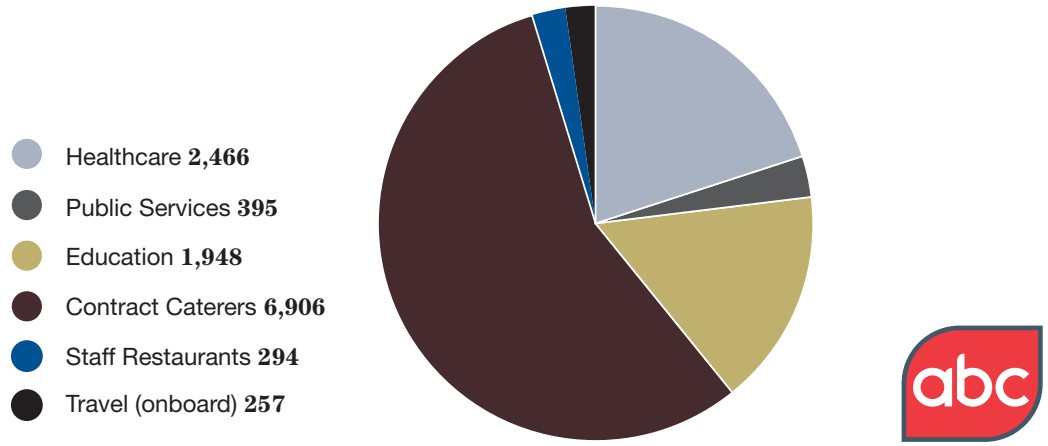
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# COST SECTOR catering

## Circulation and Readership

ABC (Audit Bureau of Circulation) audited in order to guarantee quality and targeting, the CSC readership is carefully selected to hit the key buying and decision making points.

### Circulation breakdown (total 12,266)

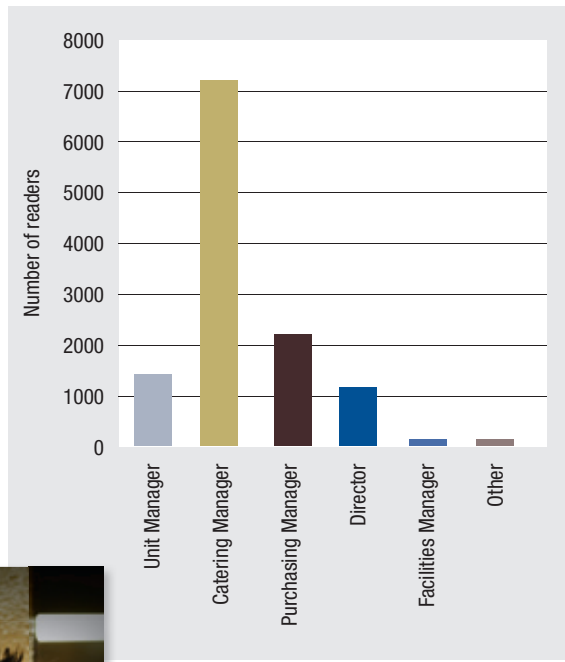


The contract catering segment covers a multitude of buying points including Business and Industry, education and healthcare, all will be focussed where the caterer has decision making power over the products and services they use in order to achieve the required service for their client.

Within the segments the circulation covers a number of key job titles.

CSC's readership is by far the biggest spending readership in the hospitality sector, the precisely targeted circulation delivers a unique audience with spending power unequalled by any other competitive media brand.

Perhaps most importantly the CSC readership, circulation and content is supported by the key industry associations and organisations; LACA, HMP, HCA, NACC and the MoD.



*“Whether we are advertising in the magazine or sponsoring the awards, Cost Sector Catering always delivers the right results.”*

JAMES ROBERTS, JOINT MANAGING DIRECTOR, PEROS LTD



# COST SECTOR catering

## Editorial

Getting the editorial balance of CSC is a fine art, the term cost sector encompasses a number of industry sectors that are driven by quite different dynamics and purchasing policies. They are bound by a common cause, which is to provide the highest quality, healthy, end product within a fixed budget and in many cases within fixed nutrition guidelines.

As a result the editorial breaks down into content that is common across the sector and some that is specific to the larger sectors.

### News and Analysis

News and stories that have a common resonance across the industry with comment and analysis by expert journalists and industry leaders.

### Lead Features

Headline stories that require in depth investigation because of their importance and interest to the reader. Often legislation or project led the need to absorb these stories is at the top of particularly Public Sector catering agendas.

### Sector Specific

Every issue we look at news and features from 5 core sectors:

- Education (including Higher)
- Contractors
- B&I
- Healthcare (including Care Providers)
- Government (all other Public Sector areas not covered above)

On board and stadia and leisure issues are also regularly covered in depth and with a core focus.

Whilst often of common interest this allows the reader to navigate to information specifically fitted to their needs, it also allows the advertiser to target a particular sector with greater accuracy

### Product

With ever changing consumer demand for speed and diverse food requirements and increasing legislation pushing catering towards healthier solutions the need to look at new food products and new equipment that gets the right product to customers in the right timeframe. Each issue we look at both new product and product groups to help caterers understand what is available.

*“I have been reading and supporting CSC for many years and the newest format is probably the best it has ever been. Why? Because it is so easy to navigate to the sections in which you may have a special interest because they are clearly identified, the articles and interviews are well written and the subjects are afforded sufficient space to be comprehensive in scope and the editorial team is experienced and knowledgeable.”*

STEVE LOUGHTON CFSP,  
MANAGING DIRECTOR,  
STANDEX FOODSERVICE  
EQUIPMENT



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# COST SECTOR catering

## Advertising

Size	1 Off	3 series	6 series	12 series
<b>Display</b>				
DPS	£5,130	£4,873	£4,617	£4,104
Quarter Strip	£940	£893	£846	£752
Quarter	£862	£819	£776	£690
Half	£1,567	£1,489	£1,410	£1,254
Page	£2,850	£2,707	£2,565	£2,280
Inserts (UPTO 10g)	£100 per '000 (£1 per 1g per '000 over 10g)			
<b>Classified</b>				
Single Showcase	£330	£313	£297	£264
Double Showcase	£600	£570	£540	£480
Top supplier directory (per annum)	£750			

Many other creative advertising solutions are available, please contact us for information.

## Mechanical Data

### Double Page Spread

Type 268 x 396mm  
Trim 297 x 420mm  
Bleed 303 x 426mm

### Page

Type 268 x 186mm  
Trim 297 x 210mm  
Bleed 303 x 216mm

### Half Page (Horizontal)

Type 134 x 186mm

### Half Page (Vertical)

Type 268 x 91mm

### Quarter Page

Type 134 x 91mm

### Quarter Page (Horizontal)

Type 67 x 186mm

### Quarter Page (Vertical)

Type 268 x 43mm

### Single Showcase

62 x 95mm

All files must be Mac compatible, preferably in PDF.

*“Keeping caterers up to date with the latest industry news and providing invaluable insight, Cost Sector Catering is an essential publication for those involved in this particular sector of the foodservice industry.”*

ROBIN MCKNIGHT,  
MANAGING DIRECTOR  
OF CEDA

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