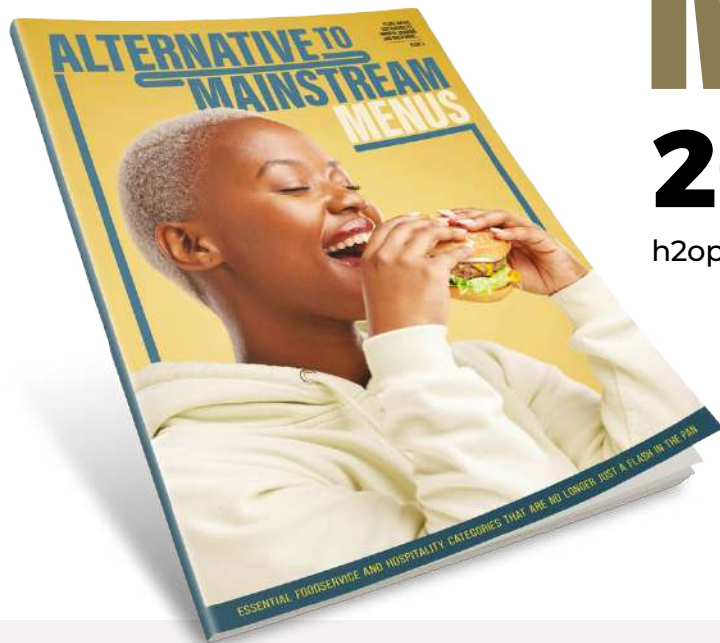


ALTERNATIVE TO MAINSTREAM

2024 MEDIA PACK

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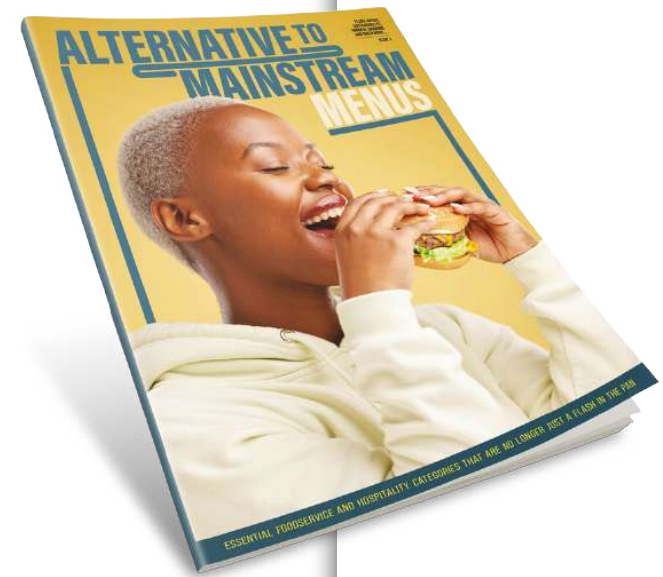


ALTERNATIVE TO MAINSTREAM



“Some trends come and go, but those that stay the course quickly become an integral part of the foodservice and hospitality industries. The Alternative to Mainstream magazine is here to showcase those essential products and ingredients that are no longer just a flash in the pan, but now a solid menu mainstay.”

Tristan O'Hana, Group Editorial Director



OVERVIEW

With **health, wellbeing and specific dietary needs** being **increasingly important** to the modern consumer, many alternative products and ingredients are no longer a niche afterthought – they are well and truly a mainstream consideration for food providers across the country.

In 2023, H2O Publishing launched **Alternative To Mainstream** magazine. Showcasing trends, topics and profiling the key product launches and developments in this fast moving category to continue to satisfy and delight the consumer demand.

DISTRIBUTED
ACROSS
THE ENTIRE
FOODSERVICE
INDUSTRY

PROMOTED IN
CONJUNCTION
WITH ALL H2O
TITLES

PUBLISHED
TWICE A YEAR



THE MAGAZINE

A new print and digital magazine published twice a year in May and November

COVERING THESE PRODUCT GROUPS:

- Meat Free/Plant Based
- No Dairy
- Vegetarian
- Functional Food & Drinks
- Free From
- Sustainable Packaging
- Ethical
- Waste Management
- Mindful Drinking
- Proximity Purchasing



CIRCULATION & AUDIENCE

OPPORTUNITIES TO SEE
1.8m

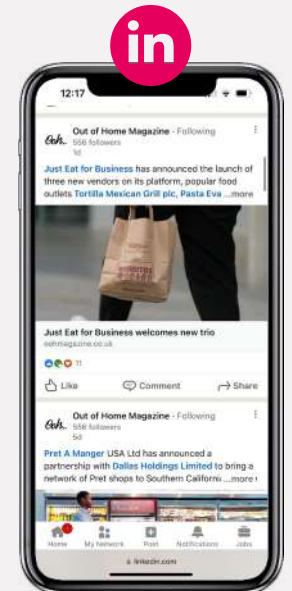
PRINTED MAGAZINE

The printed magazine is circulated to the giants of the industry; group operators from the whole of the foodservice and hospitality sector, Local Authorities, NHS Trusts and the largest Multi-Academy Trusts.

DIGITAL MAGAZINE

Circulated widely from H2O's vast reader database, e-newsletters across all H2O titles and website advertising

Heavy promotion across all of H2O title's social media channels



CIRCULATION & AUDIENCE

TOTAL CIRCULATION

148,182

PRINT CIRCULATION

26,179

(Mailed 5,182 and passed on copies 20,997)

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

DIGITAL CIRCULATION

118,403

EVENT CIRCULATION

3,600

READERSHIP INCLUDES:



BOXPARK



WHITBREAD



LEON
NATURALLY FAST FOOD



CIRCULATION & AUDIENCE

COMBINES THE POWER OF MANY OF THE H2O TITLES HEAVYWEIGHT CIRCULATION COVERING THE PROFIT AND COST SECTOR

	TOTAL	EDUCATION	FOODSERVICE	HEALTHCARE	HOSPITALITY	LEISURE	EVENTS
TOTAL	148,182	42,449	28,287	14,790	47,969	11,087	3,600
Printed	8,782	934	1,008	506	2,561	173	3,600
Passed On Copies	20,997	4,641	5,010	2,156	8,809	381	
Digital	118,403	36,874	22,269	12,128	36,599	10,533	
		College/Further Education	Baker	Care Provider	Guest House/B&B	Bingo	
		Free School	Business & Industry	Hospice	Hotel	Bowling	
		Independent School	Cafe	NHS Hospital	Pub	Casino	
		Local Authority	Coffee Shop	Private Hospital	Restaurant	Cinema	
		Multi Academy Trust (MAT)	Contract Caterer			Golf Club	
		Nursery School	Delicatessen			Leisure Centre	
		Primary/Middle School	Event Caterer			Motor Circuit	
		Secondary School	Farm Shop			Museum/Gallery	
		Special School	Fish & Chip Shop			Private Sports & Leisure	
		University	Forecourts			Racecourse	
			Garden Centre			Stadia/Arena	
			Sandwich Shop			Stately Home/Garden	
			Takeaway			Theatre/Concert Hall	
						Theme Park	
						Tourist Attraction	
						Zoo/Aquaria/Safari Park	

TOTAL READERSHIP
148,000

E-NEWSLETTERS GROW YOUR BUSINESS

Your booking will also include your entry into our Alternative To Mainstream e-newsletter sent to 118k contacts.

This is broadcast 2 weeks after the printed issue is published.

YOUR ENTRY WILL INCLUDE:

- Your logo or a product image
- Company Name
- Website
- Up to 100 words of text

SENT TO
118,000
CONTACTS

INCLUDED IN
YOUR BOOKING

ALTERNATIVE TO MAINSTREAM MENUS

VISIT US ONLINE
AND READ THE
LATEST ISSUE



READ
NOW

PROMOTED CONTENT

A brand-new publication has been launched for foodservice and hospitality operators, which highlights and explores key opportunities around mainstream trends. Entitled 'Alternative to Mainstream', the free magazine investigates topics which were once niche operational elements, but have now turned into essential inclusions within the industry.

[Read the latest issue](#)

Here are some of the industry suppliers providing wonderful services within this space.



AAK Foodservice (Lion & Whirl)

Sacrifice nothing for great taste.

Lion's premium plant-based sauces and Whirl's vegan butter alternatives can be used together across your entire menu – creating dishes vegans, flexitarians and meat-eaters alike will love.

Using Lion's plant-based sauces makes catering to dietary requirements easier than ever. From classic condiments to spicy sauces, our plant-based range can help you create in-demand dishes for all diners.

Whirl is a healthier and cost-effective



Bells of Lazonby

Bells of Lazonby's flagship brand 'We Love Cake' has launched the first Vegan Cherry Bakewell Tart into the wholesale and foodservice market.

The classic British favourites are individually wrapped and produced in a dedicated gluten, wheat and milk free bakery on the edge of the Lake District.

The same version is also available in a mini format: sold in a bulk box of 36 perfect for afternoon tea.

[Find out more](#)

RATE CARD PRINT 2024

FALSE FRONT COVER

£10,000

INSIDE FRONT COVER

£2,050

OUTSIDE BACK COVER

£2,050

DOUBLE PAGE SPREAD

£2,500

FULL PAGE

£1,650

HALF PAGE

£1,250

NEWSLETTER

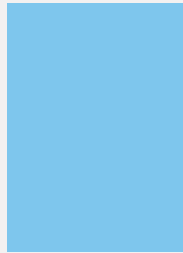
Your booking will also include your entry into our Alternative To Mainstream e-newsletter sent to 118k contacts. This is broadcast 2 weeks after the printed issue is published, your entry will include: Your logo or a product image, Company Name, Website & up to 100 words of text.

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



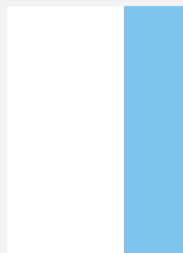
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HORIZONTAL

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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



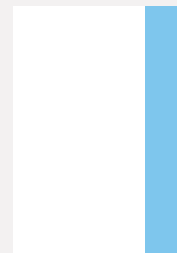
1/3 PAGE

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

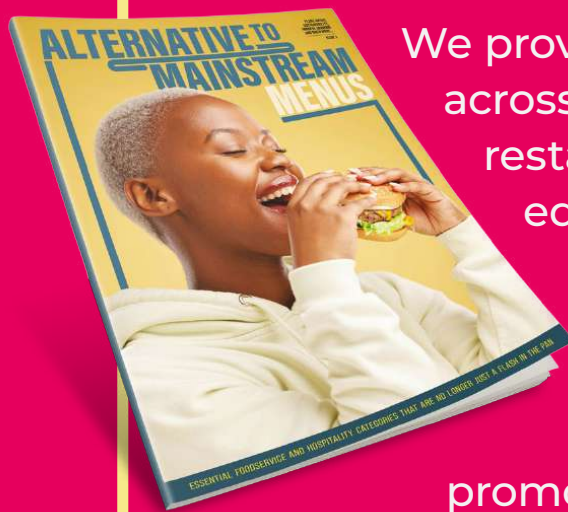
HORIZONTAL

Bleed: H = 80 mm x W = 216 mm

Trim: H = 74 mm x W = 210 mm

Type: H = 67 mm x W = 186 mm

ALTERNATIVE TO MAINSTREAM 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.

