

H<sub>2</sub>O  
Publishing

Ooh..

**2024  
MEDIA  
PACK**

[h2opublishing.co.uk](http://h2opublishing.co.uk)  
01474 520200



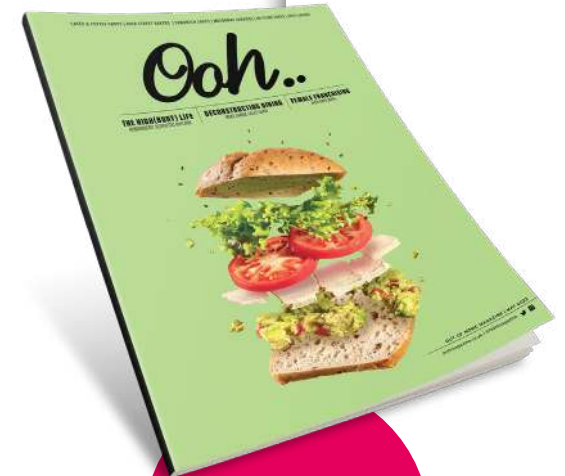
# OOH OUT OF HOME



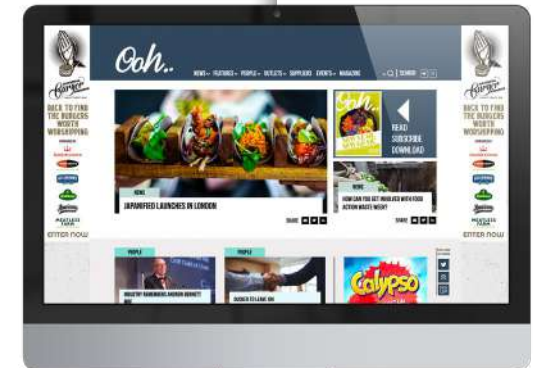
*“Out of Home covers one of the most vibrant food sectors, looking at all the innovative outlets that catch your attention when you’re out and about.*

*The monthly magazine features news, reviews and interviews with the top players in this exciting industry, as well as giving a voice to the smaller independents that bring so much creativity to the high street’s cafés, sandwich bars, quick-service restaurants and street food stalls.”*

**Tamsyn Halm**, OOH Editor



**CLICK TO  
READ THE  
MAGAZINE**




**CLICK TO  
VIEW THE  
WEBSITE**

# KEY HIGHLIGHTS




**Largest**  
print circulation  
in the sector



**30,932**  
Readers monthly



**84%**  
Said the magazine was  
a valuable tool to source  
new products



**3**  
Key Sector Events



**4,071**  
social following

# CIRCULATION & AUDIENCE

LARGEST PRINT CIRCULATION IN THE SECTOR

## TOTAL CIRCULATION

30,932

## PRINT CIRCULATION

5,141

Mailed

11,351

Passed on print copies

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

## DIGITAL CIRCULATION

14,440

## READERSHIP INCLUDES:



# CIRCULATION & AUDIENCE



30,932 print and digital editions reach named senior contacts with purchasing authority within group HQ and independent operations.

TYPE	OWNERSHIP	CRITERIA	COPIES	SITES COVERED
Coffee Shops	Group HQ		35	4,018
	Independents	With 20+ covers	1,031	1,031
High Street Bakers	Group HQ		53	2,867
	Independents		918	918
Sandwich Shops	Group HQ		17	2,851
	Independents	With seating	1,224	1,224
Fast Casual (QSRs)	Group HQ		62	5,153
Cafés	Group HQ		14	106
	Independents	With 30+ covers	1,674	1,674
Motorway Service Areas	Group HQ		27	113
In Store Cafés including contract caterers	Group HQ		86	4,989
<i>Print Circulation</i>			5,141	
<i>Passed on copies (estimate)</i>			11,351	
<i>Digital Circulation</i>			14,440	
<b>Total Circulation</b>			<b>30,932</b>	
<b>Sites Total</b>				<b>24,944</b>

# READER RESEARCH

## WHAT DOES THE READER WANT?

At OOH magazine, we've always been passionate about print being the backbone of our media platforms, but we wanted to test if our readers felt the same way. We conducted research with readers, asking how they interact with our magazines and what they want from their go-to publications. The results have been very interesting.

## WHERE THEY MAINLY READ THE MAGAZINE

**63%** at work  
**0%** commuting  
**37%** at home

## HOW THEY READ THE MAGAZINE

**16%** flick through the magazine  
**21%** read cover to cover  
**63%** start with a specific feature

*"I don't have time to look at it online – I prefer the printed copy and pass onto all of my team"*

**74%**

said they valued a printed copy higher than a digital version

**81%**

said OOH Magazine was the sector's leading title

**69%**

pass on their copy to an average of 3.2 additional readers

**84%**

said the magazine was a valuable tool to source new products

# THE PRINT MAGAZINE



The UK's leading monthly on-trade publication for food-to-go operators

**11** ISSUES PER YEAR

**16,492** Total

**5,141** Mailed

**11,351** Passed on copies

LARGEST PRINT CIRCULATION IN THE SECTOR



# HIGH IMPACT CREATIVES

ADVERTORIALS

BELLY BAND

TIP ON

CONSECUTIVE STRIPS

DISRUPTIVE ADVERTISING

FALSE FRONT COVER

FOUR PAGE COVER WRAP

ISSUE TAKE OVER

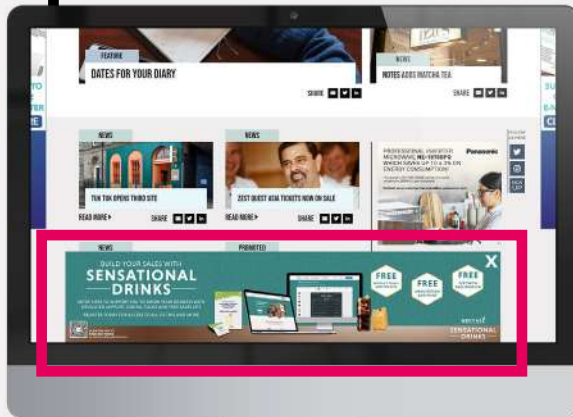
TEASER STRIPS





# DIGITAL OOHMAGAZINE.CO.UK

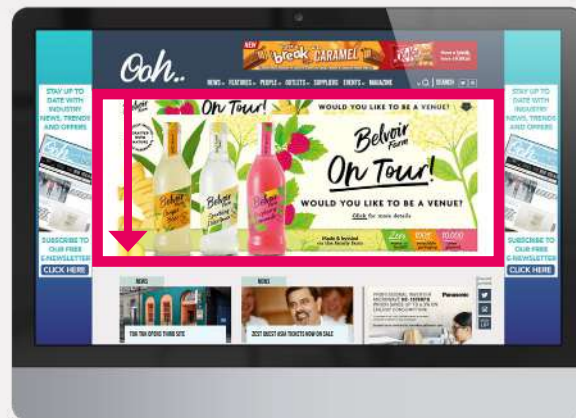
Web enhanced options for big visitor impact



ADHESION



EXPANDABLE SKYSCRAPER



WINDOW SHADE



3,565

Average page views per month

2,508

Average visitors per month

14,440

Digital circulation

WITH ROI  
REPORTING

ASK FOR  
MORE  
DETAILS

# LET'S GET SOCIAL

ASK HOW OUR SOCIALS CAN WORK FOR YOU



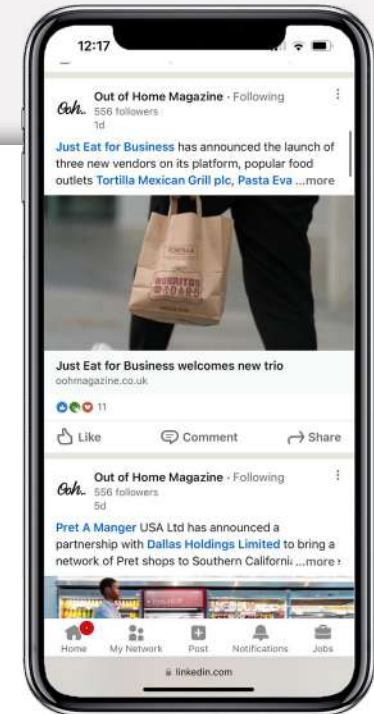
@OOHmagazine  
Current followers

**2,670+**



@OOHmagazine  
Current followers

**730+**



@out-of-home-mag  
Current followers

**660+**

**TOTAL REACH 4,071**

# E-NEWSLETTERS GROW YOUR BUSINESS

Directly connect with your customers effectively and increase sales with the power of email.

**£825**

solus sponsorship  
for one supplier

**WITH ROI  
REPORTING**

**BANNER  
AT THE TOP**

**SPONSORED  
STORY AND LINK**

**DIGITAL  
CIRCULATION**

**14,440**

**Ooh..** The n-Oohs

VISIT US ONLINE AND READ THE LATEST ISSUE **Read now**

**Panasonic** NE-SCV2 Speed convection oven

**Pret announces two new UK franchise partners**  
Dallas Holdings and K&Z Group are to become the next Pret A Manger franchisees in the UK, it has been confirmed. The former, who have worked to enhance customer experiences globally...  
[Read more](#)

**Accelerated cooking solutions for every occasion**  
Are you looking to reduce queue times, money and energy? We've got you covered with our range of professional cooking appliances. Designed with our operators...  
[Read more](#)

**Wimpy launches Reusable Hot Cup Scheme**  
Wimpy is launching its own nationwide 'Drink, Rinse, Repeat' Reusable Hot Cup Scheme today. For just £2.50, customers will be able to buy their own Wimpy...  
[Read more](#)

**The big issue: Coffee wars at a supermarket near you**  
The supermarkets are casting covetous eyes at the coffee shop market once more, but this time with different tactics in mind, discovers Jane Renton. There's a great...  
[Read more](#)

**Ooh..** EDITORIAL ADVERTISING

To unsubscribe from Ooh.. E-News Magazine newsletters [click here](#)  
This email has been sent to you by HCO Publishing, Mosaic House, 3 Topley Drive, Rochester ME3 8PZ  
Company registered number 0989051  
If you have any queries or would like to update any information please email [circulation@hcopublishing.co.uk](mailto:circulation@hcopublishing.co.uk)

# DIRECT MARKETING

We have lots of innovative ways for you to reach readers individually with high impact and lead-generating activities.

**Talk to us about...**

## DIRECT MAILING

Postal mailings have declined hugely over the last 10 years with email marketing taking over. But how do you feel when you receive an unexpected postal item? Especially if it looks interesting!

We have many ways to make your mailer stand out.

From coloured envelopes, unusual sizes, foil & metallic pouches – all very cost effective.

Coupled with your targeted selection of prospects from our database you can also choose to add a telemarketing follow up to your mailer to drive even more response.



## POSTCARD MAILINGS

Our postcard mailing service has brought massive volume and coverage within budget.

Visually appealing to the recipient, the double-sided A5 card has a vibrant, bold design and clear call to action.

Reach 10,000 operators for an all-inclusive cost of £7,930. Just 79p each.

Cost includes design, print, data & postage.

This mechanic is great for awareness, product launch, reformulation announcement, promoting an offer and much more.



# BUYER'S BOX

## OUR BUYERS' BOXES ARE AMAZING!

We have been sending buyers boxes to key buyers across the foodservice & hospitality sector for the last 5 years with consistent lead generating results.

Clients regularly come back for more, with one major food manufacturer trying it once and booking 3 more as soon as they had the results from the first campaign.

## THE PACKAGE INCLUDES:

- **3 whole pages** in any of our titles
- Sending your products to your selection of **100 group buyers**
- A choice of **follow-up methods** to generate your leads

Choose by: availability, product weight, follow-up type and cost

	QUANTITY	MAX WEIGHT	FOLLOW-UP TYPE	AVAILABILITY	AVERAGE ROI	COST
Buyers Box	100	8kg	Call centre bespoke calling	Usually 6 months+	16%	£7,200
<i>Buyers Box - Maxi</i>	100	12kg		Usually 6 months+	16%	£7,800
Sample Sender	100	8kg	Bespoke email, chase email & bespoke landing page	2-4 weeks	9%	£5,800
<i>Sample Sender - Maxi</i>	100	12kg		2-4 weeks	9%	£6,600

**Ask your account manager for availability & more information.**



# THE ROAD TEST

We have created a winning concept that utilises the operator knowledge and key skills of our industry chefs to give a practical road test of a sponsor's product, putting them through their paces and giving insider tips on their use.

This Road Test is then featured in print, digitally and across our social media platforms to give an uniquely wide reach for your selected sectors to see just how your product performs.

## THE ROAD TEST PACKAGE INCLUDES:

- Filming of your Road Test
- A double-page spread write up of the Road Test results
- A whole page advert in the same issue
- Your Road Test write up featured as a web news story
- A 3-month web MPU advert
- Sponsorship of an e-newsletter promoting your Road Test product & write up
- 2 social media posts to drive awareness of your Road Test write up
- Your video presentation of the Road Test featured throughout, including an interactive upgrade in the digital issue of your chosen title(s) that when the page is turned your video will automatically play and bring the Road Test feature to life

**COST £4,675**



**SEE A ROAD TEST IN ACTION...**



**CLICK TO SEE THE COVERAGE**



**CLICK TO SEE THE VIDEO**

# INDUSTRY EVENTS

## THE NATIONAL BURGER AWARDS



**20 February 2024**  
Big Penny Social, London

## NATIONAL PIZZA AWARDS



**12 November 2024**  
Big Penny Social, London

## STREET FOOD CHAMPIONSHIPS



**26 November 2024**  
Big Penny Social, London



ASK US FOR  
MORE DETAILS  
ON HOW YOU  
CAN BE PART OF  
OUR AMAZING  
EVENTS

# INDUSTRY EVENTS

**NATIONAL BREAKFAST  
& BRUNCH AWARDS**



**January 2025**

**SUPPLIER INNOVATION  
LIVE!**



**Throughout 2024**



ASK US FOR  
MORE DETAILS  
ON HOW YOU  
CAN BE PART OF  
OUR AMAZING  
EVENTS



# OOH FEATURES LIST 2024

OOH magazine features are subject to change.

Please contact **Tamsyn Halm** should you wish to reconfirm.

**Email:** tamsyn@h2opublishing.co.uk

**Tel:** 01474 520262

## JANUARY / FEBRUARY

- Dairy & Dairy Alternatives
- Energy, Sports & Health Drinks
- Grab & Go
- Tea (Hot & Cold)

## MARCH

- HRC/IFE Show Previews
- Muffins, Cookies, Doughnuts & Cakes
- Ovens, Combis & Microwaves
- Soft Drinks, Juices, Smoothies & Water
- Carbon Reduction

## APRIL

- Food & Drinks Expo Preview
- Hot Beverages & Equipment incl. London Coffee Festival Preview
- Speciality & Seeded Breads
- Sweet Treats
- Fast Food



## MAY

- Desserts, Shakes & Ice Cream
- Food & Drink Packaging
- Technology incl. Apps, Menu Ordering & EPOS
- Sandwiches, Wraps & Fillings

## JUNE

- **THE GREEN ISSUE**
  - Energy Saving
  - Renewables
  - Food Waste Recycling
  - Sustainability
- Counters & Food Display (Hot & Cold)
- Free From
- Street Food

## JULY

- Breads, Buns & Bases
- Frozen Foods
- Grab & Go
- Healthy Snacks (Food & Drink)



## AUGUST

- PLANT BASED SPECIAL
- Bakery Products (Food, Drink & Equipment)
- Refrigeration & Ice Makers
- Wholesalers & Cash & Carry

## SEPTEMBER

- Commercial Kitchen Show Preview
- Lunch (Food & Drink) incl. lunch! Show Preview
- Coffee (Hot & Cold)
- Packaging, Disposables & Labelling
- Fast Food incl. Hot Dogs, Burgers, Pizzas & Fries

## OCTOBER

- Catering Design Front & Back of House
- Confectionery, Biscuits & Bagged Snacks
- Soft Drinks, Juices, Smoothies & Water
- Warewashing



## NOVEMBER

- Plant Based World Expo Preview
- Morning Goods
- Pies, Pasties & Hand Held Snacks
- Sandwiches, Wraps & Fillings

## DECEMBER

- **Street Food Championships**  
**Winners Issue**
- Breakfast & Brunch Special (Food, Drink & Equipment)
- Cleaning, Hygiene & Food Safety
- Mixes – Sweet & Savoury
- Vegan & Vegetarian incl. Veganuary



# RATE CARD PRINT 2024

FALSE FRONT COVER

£7,150

DOUBLE PAGE SPREAD

£4,350

FULL PAGE

£2,750

HALF PAGE

£1,815

THIRD PAGE

£1,375

QUARTER PAGE

£1,050

BELLYBAND INTO DPS

£8.8k

4 PAGE WRAP

£11k

DIE CUT FALSE FRONT

£9.9k

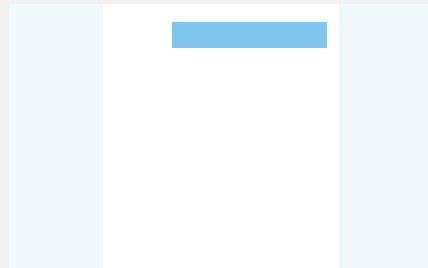
# RATE CARD DIGITAL 2024

Let's get digital - there's a whole range of opportunities available!

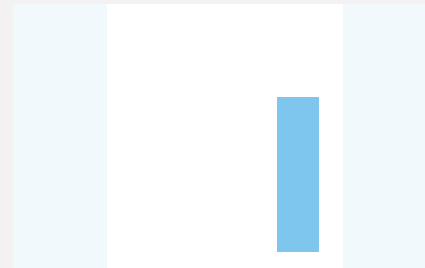
**WALLPAPER  
TAKEOVER**



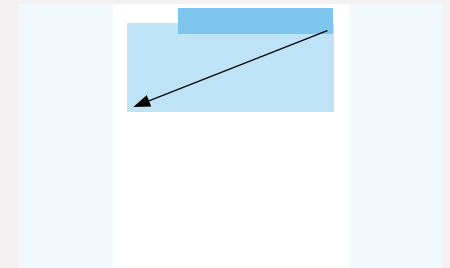
**LEADERBOARD  
BANNER**



**SKYSCRAPER**



**EXPANDABLE  
BANNER**



**Rates:**

2 weeks

1 month

**MPU**

-

£825

**SKYSCRAPER**

£1,600

-

**LEADER BOARD BANNER**

£1,600

-

**EXPANDABLE BANNER**

£2,100

-

**WALLPAPER TAKEOVER**

£2,800

-

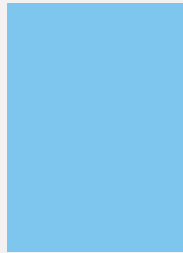
**NEED  
SOMETHING  
DIFFERENT?**  
JUST ASK, WE  
CAN OFFER MANY  
BESPOKE  
OPTIONS

# 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

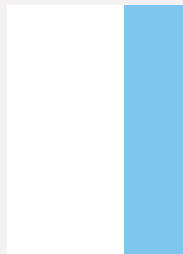


## 1/2 PAGE HORIZONTAL

**Bleed:** H = 154.5 mm x W = 216 mm

**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

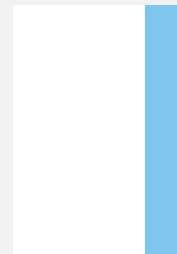


## 1/3 PAGE HORIZONTAL

**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

# CONTACTS



**ROB  
MOLINARI**

DIVISIONAL  
DIRECTOR

07850 797252  
rob@h2opublishing.co.uk



**DAN  
HILLMAN**

DIRECTOR

07833 248788  
dan@h2opublishing.co.uk



**REMY  
SCHIELE**

KEY ACCOUNT  
DIRECTOR

07730 217747  
remy@h2opublishing.co.uk



**TAMSYN  
HALM**

EDITOR

01474 520262  
tamsyn@h2opublishing.co.uk

H2O Publishing, Media House, 3 Topley Drive, Rochester ME3 8PZ  
01474 520200 / www.h2opublishing.co.uk

## OOH MAGAZINE



oohmagazine.co.uk



@oohmagazine



@oohmagazine



@out-of-home-mag

# OOH MAGAZINE 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.

