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# CATERER

MIDDLE EAST

MEDIA KIT 2024



# WHAT WE DO

*Caterer Middle East* is the definitive guide to successful F&B management in the GCC, with two decades of experience in the market and access to the industry's most important figures.

Every month in print and daily on our digital and social channels and in newsletters, we provide up-to-the-minute news, interviews, comment and analysis on the industry.

*Caterer* has a monthly audience of restaurateurs, operators, general managers, chefs, operation directors, procurement managers, and more, reaching more people than any other brand operating in the same space.

For more information on bespoke digital, print and event solutions, get in touch to find out what we can do for you.



# 300,000

**Key decision makers engage  
with our content every month**

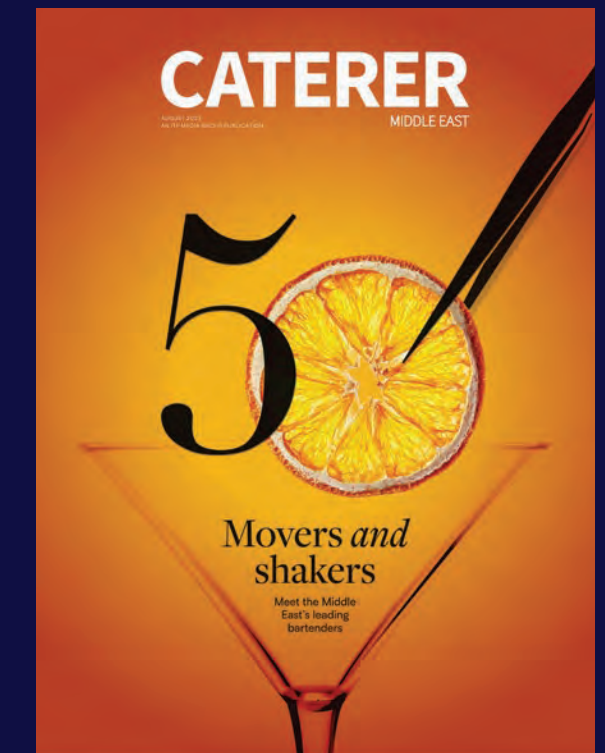


# PRINT

Each month, *Caterer's* subscription-only magazine is in front of more than 22,000 key decision makers across the GCC. From restaurateurs to chefs, heads of department and purchasing influencers, our audience is responsible for the direction of their restaurants and restaurant groups, the activities inside them and the brands and suppliers that help their hotels succeed.

Regular sections in the magazine include what's trending in the industry regionally and globally, profiles of the industry's biggest talents and rising stars, new openings, opinion pieces, career opportunities, restaurant showcases and supplier features and profiles.

**3,500+ print**  
**10,000+ e-magazine**  
**22,000+ readership**





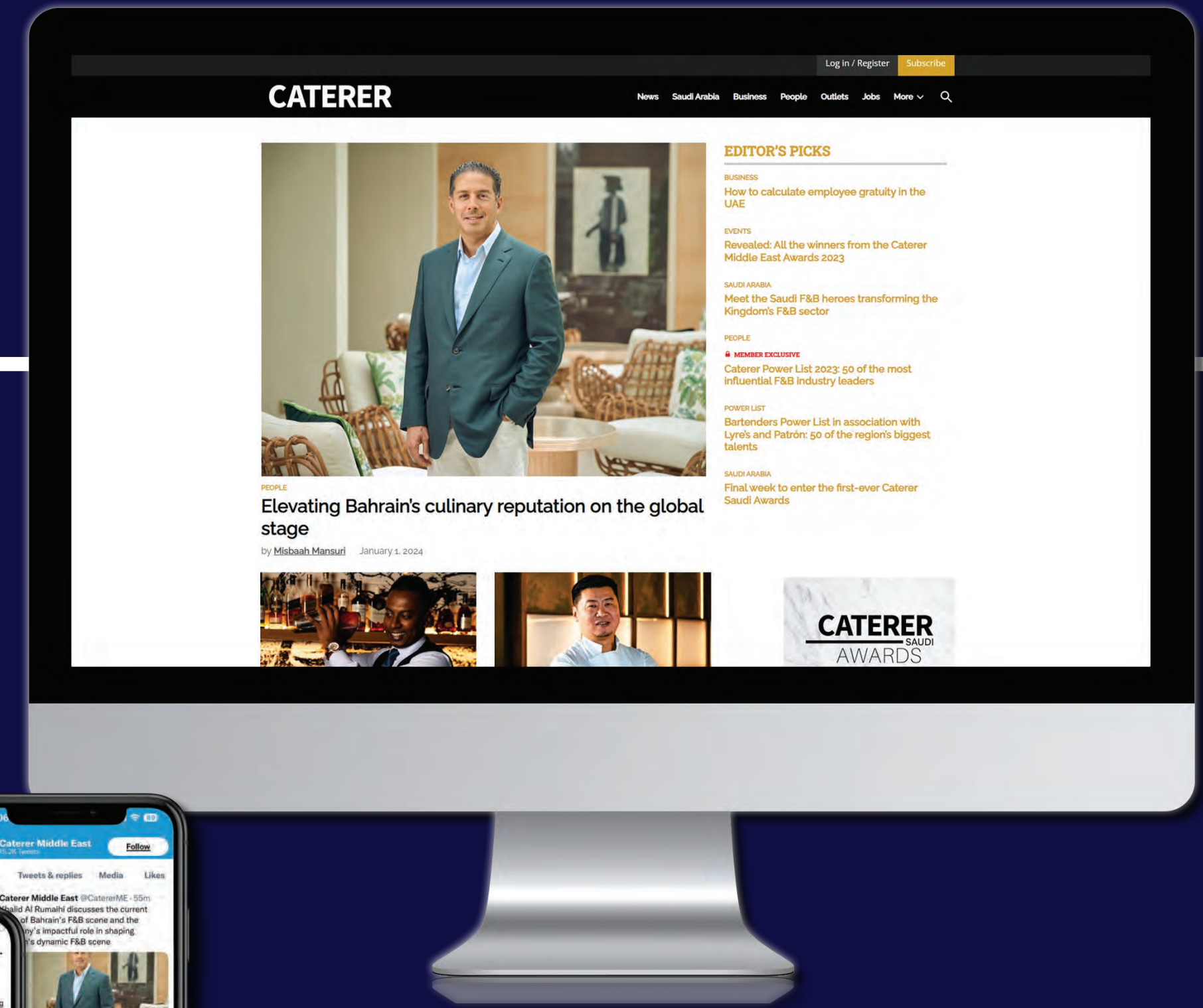
# DIGITAL & SOCIAL

Caterermiddleeast.com is the leading website for the F&B industry in the region, with an audience growing month on month. We are the most credible source of industry information in the GCC with a digital philosophy of being proactive, not reactive.

Our editors have their fingers on the pulse for exciting stories and exclusives, day in, day out.

In an ever-evolving media landscape, the need to stand out and provide credible information is more important than ever. Trust is key, and there is no brand better placed to deliver your message to a savvy, engaged audience.

Across Caterer Middle East's social media channels, we speak to more than 78,000 people every single day, and that audience is growing all the time.



**Facebook: 4,500**  
**Twitter: 6,500**  
**Instagram: 14,000**  
**LinkedIn: 53,000**

**120,000+ monthly users**  
**240,000+ monthly page views**  
**6,000+ monthly newsletter subscribers**



# EVENTS

Throughout the year, *Caterer Middle East* holds pioneering industry events, conferences and awards ceremonies.

In 2024, a series of industry leading conferences will continue to be held around the region, providing a platform for the leaders in their fields to discuss the most important issues to them and their peers, as well as bringing the leading brands and suppliers in the region to the forefront of the conversation.

These events complement the annual *Caterer Middle East* Awards in Dubai, which sees more than 600 professionals celebrated in front of the leading lights of the industry. In 2024, the first-ever *Caterer Saudi Awards* will also take place in Riyadh in February.

We can also create tailor-made events, offering access and collaboration with our unique network and audience. As part of any partnership we can provide full event organisation, project management, execution and coverage. They include the likes of brand activations, venue launches, workshops, industry debates, dining events, chef demonstrations and mixology masterclasses.





# 2024

## Content & events

### JANUARY

F&B in 2024: What's trending?  
*Suppliers: F&B Tech*

### FEBRUARY

Gulfood Special  
*Suppliers: Gulfood Power Brands*  
***Event: Caterer Saudi Awards***

### MARCH

Women in F&B  
Caterer Saudi Awards  
*Suppliers: Sustainable Suppliers*

### APRIL

Saudi Arabia  
*Suppliers: Saudi F&B Suppliers*

### MAY

F&B PR Power List  
*Suppliers: Dairy*

### JUNE

Wine & Sommeliers  
*Suppliers: Beverage*

### JULY

Digitising F&B  
*Suppliers: Kitchen Equipment*

### AUGUST

Mixologists Power List  
*Suppliers: Bar Equipment*

### SEPTEMBER

Sustainability in F&B  
*Suppliers: Proteins*  
***Event: Caterer Middle East Awards***

### OCTOBER

Caterer Middle East Awards  
*Suppliers: Hygiene*

### NOVEMBER

Gulf Host Special  
*Suppliers: Pastry, Bakery & Dessert*

### DECEMBER

Caterer Power List  
*Suppliers: Luxury Brands*

*\*subject to change at editors' discretion*

# RATE CARD

## PRINT

Full page	\$6,250
Half page	\$3,125
Double page spread	\$10,500
Inside front cover	\$7,950
Inside front cover spread	\$13,900
Outside back cover	\$9,950
Full page advertorial	\$8,125
Double page advertorial	\$12,250

## DIGITAL

Digital advertorial	\$15,000
Mixed display banners	\$150 CPM
Email marketing	\$150 CPM
Newsletter banner (one week)	\$3,500
Dark post (Facebook / Instagram)	\$150 CPM
Section takeover (100% SOV, one day)	\$7,500
Channel takeover (100% SOV, one day)	\$15,000

## SPECIAL ACTIVATIONS

Front cover collaboration	POA
Video interview	POA
Round table	POA
Video creation	POA
Event coverage	POA

Contact the commercial team for a bespoke solution

# CONTACT US

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