

# CATERER

MIDDLE EAST

MEDIA KIT 2021

# WHO WE ARE

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In a region with the fastest growing F&B sector on the planet, Caterer Middle East is the definitive guide to owning, managing and running restaurants and bars in the GCC.

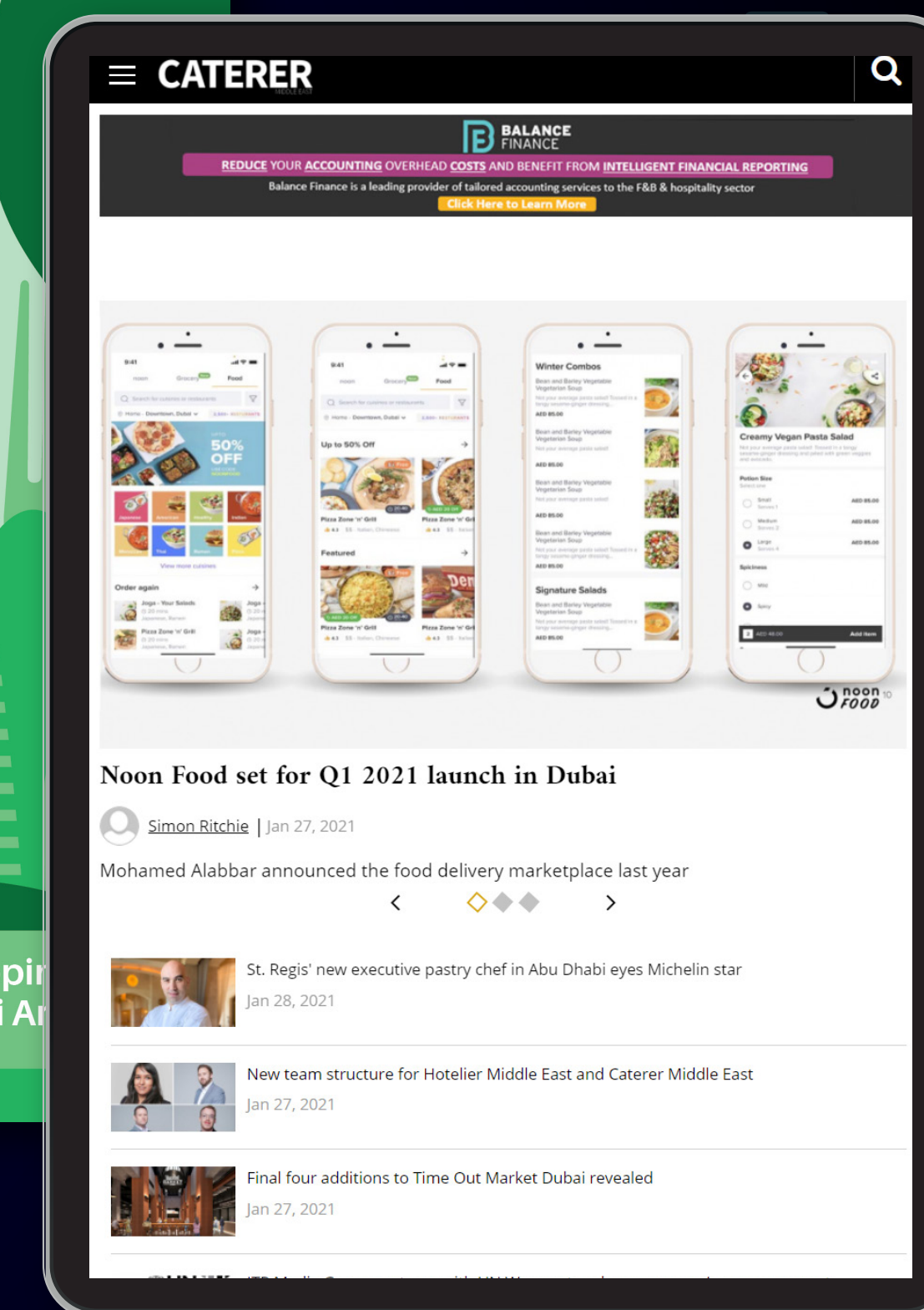
We are the go-to publication for chefs, F&B directors, outlet managers, sommeliers and more.

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

Not only do we support the sector, Caterer Middle East drives the F&B news agenda with surveys and events.

We have a monthly audience of 150,000, meaning our partners can reach more people in the region than any other publication.

We offer print, digital, and creative solutions. Get in touch and see how we can help you.



# WHO THEY ARE

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150,000

F&B industry professionals based in the GCC, from C-suite executives to heads of procurement, F&B directors to vice-presidents of marketing.

And with 4,500 registered subscribers, [caterermiddleeast.com](http://caterermiddleeast.com) can help you specifically target your messaging, right down to the decision-makers in a particular field and city.



# PRODUCTS

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# DIGITAL & SOCIAL

Caterermiddleeast.com is the leading website for the F&B sector, with an audience growing month on month. We are the most credible source of industry information in the GCC and the place the professionals look for trends, news, and more.

Our digital philosophy is 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 is more important than ever. Creativity 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 20,500 people every single day, and that audience is growing all the time.

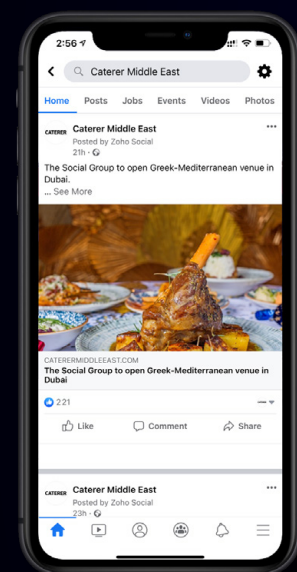
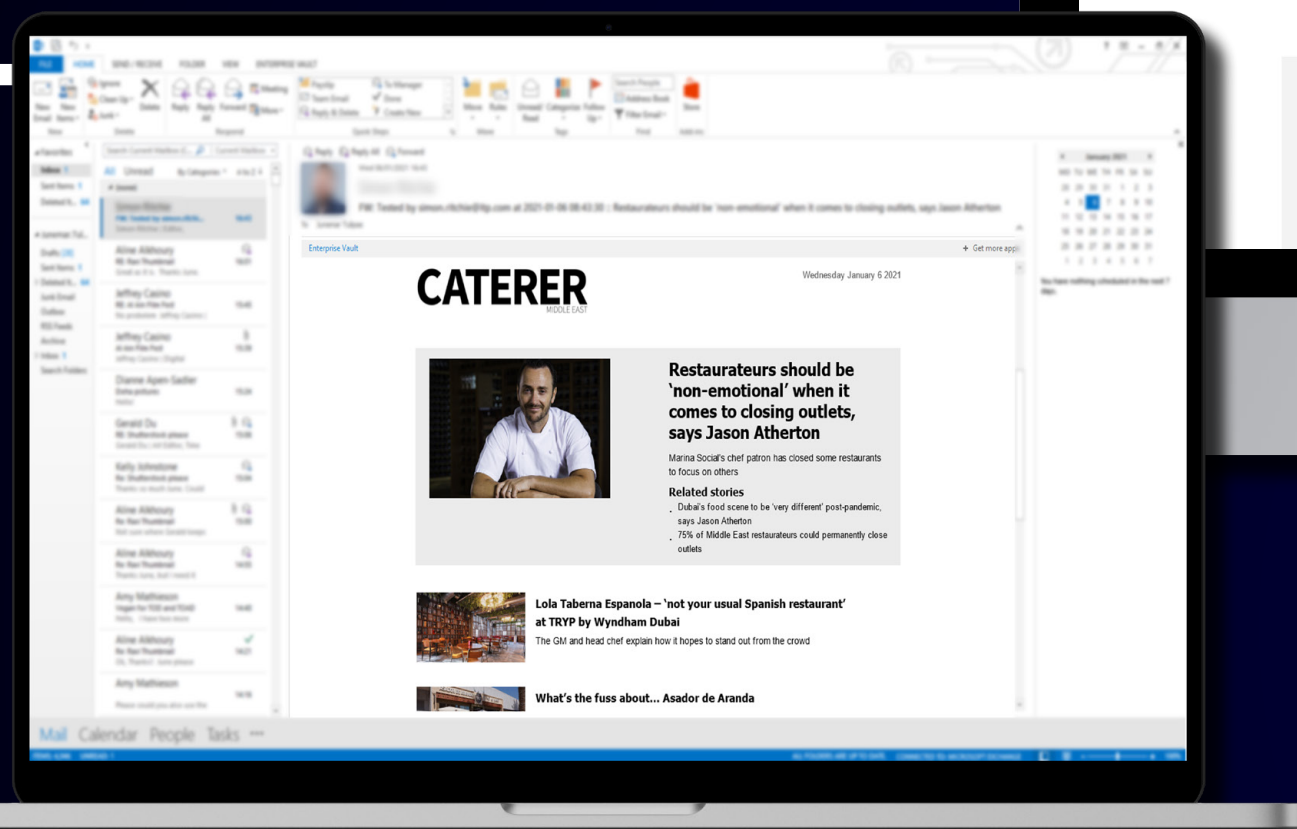
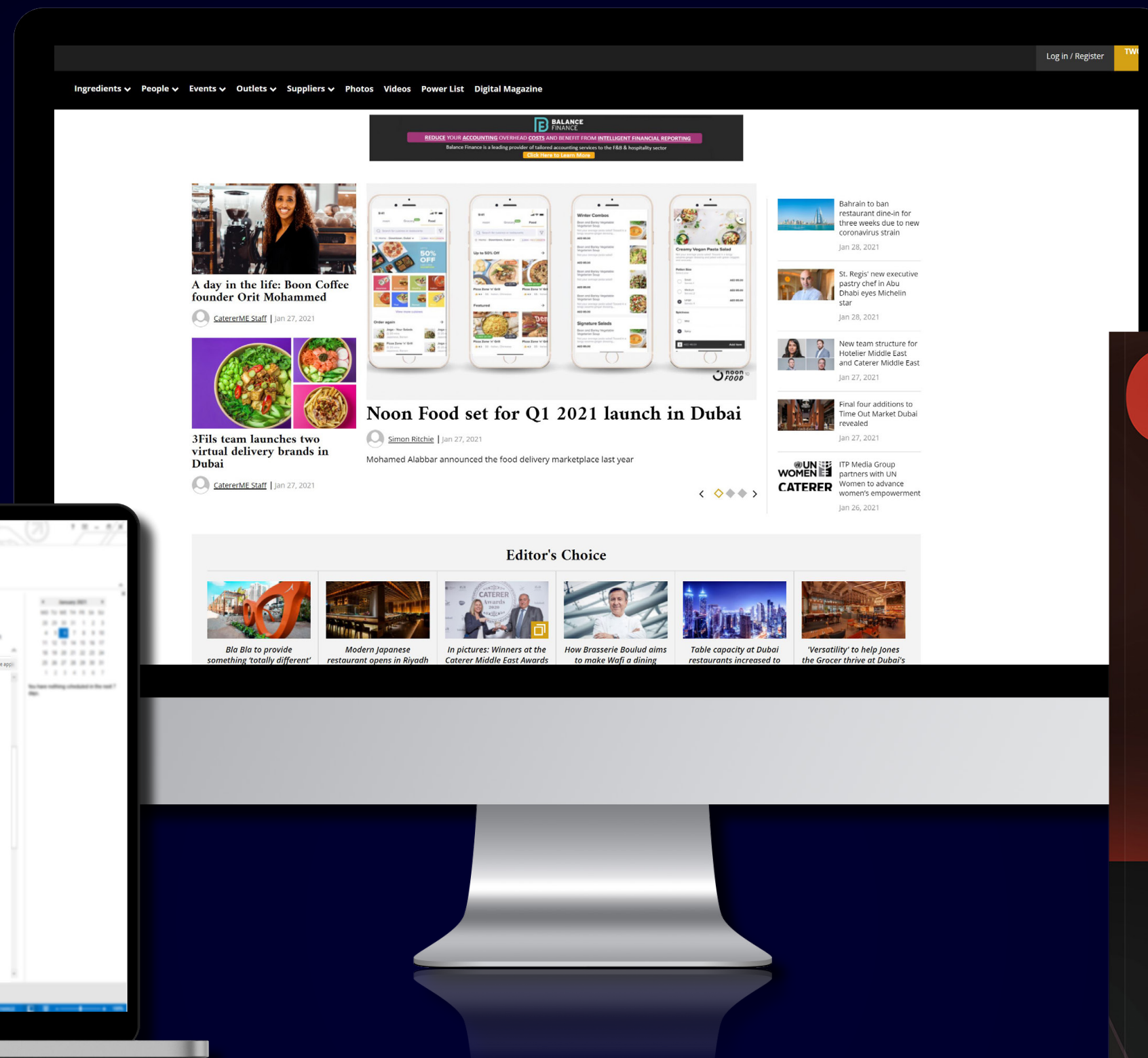
Our audience is engaged with and interested in the F&B sector in the region and trusts us to bring them the latest news, opinions, and more.



**125,000+** page views every month

**20,500+** social media followers

**4,500+** subscribers



## NEWSLETTER SPONSORSHIP AND TAKEOVERS

Direct, effective digital marketing. Ideal for brand awareness, newsletter sponsorship is banner / MPU exclusivity, guaranteeing our audience sees your ad. For maximum impact and to tell your story in full, pair this with advertorial content within the same newsletter.

Newsletter frequency:  
x3 per week  
Est. reach: 4,500 subscribers

## SPONSORED CONTENT

Educate our audience on your product through highly engaging content created by Caterer's editorial team. Your story can be positioned as lead content on the homepage, relevant channels and within the latest newsletter. Enhance with banner and MPU units to ensure maximum impact.

- 1x online advertorial
- 1x month roadblock of article
- 1x Facebook post
- 1x Instagram Story post
- 1x LinkedIn post

## FACEBOOK DARK POST

Ideal for a call-to-action campaign, guaranteeing reach to Caterer followers. With Facebook dark posts, we can target a highly specific audience, based on geographical area, demographic and interests. Want to target the KSA market specifically? A Facebook dark post with Caterer can help you do that. Dark posts do not appear in Hotelier's home feed, but go specifically to the audience targeted, published under the Caterer Middle East brand.



# PRINT

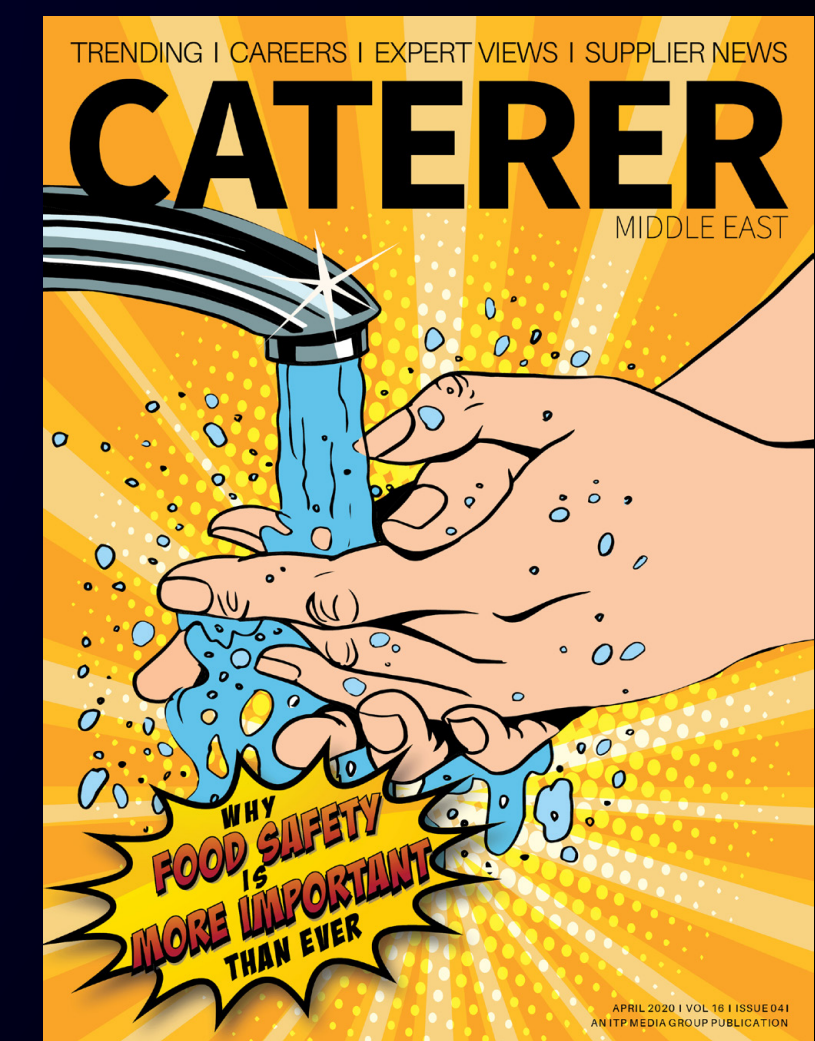
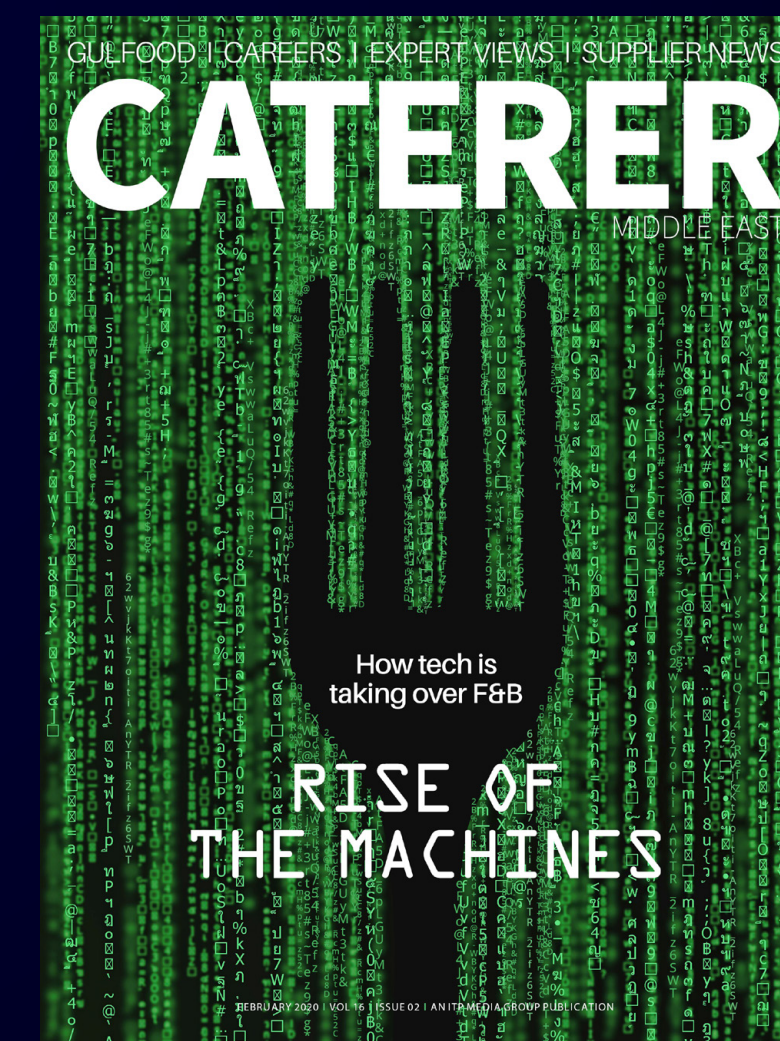
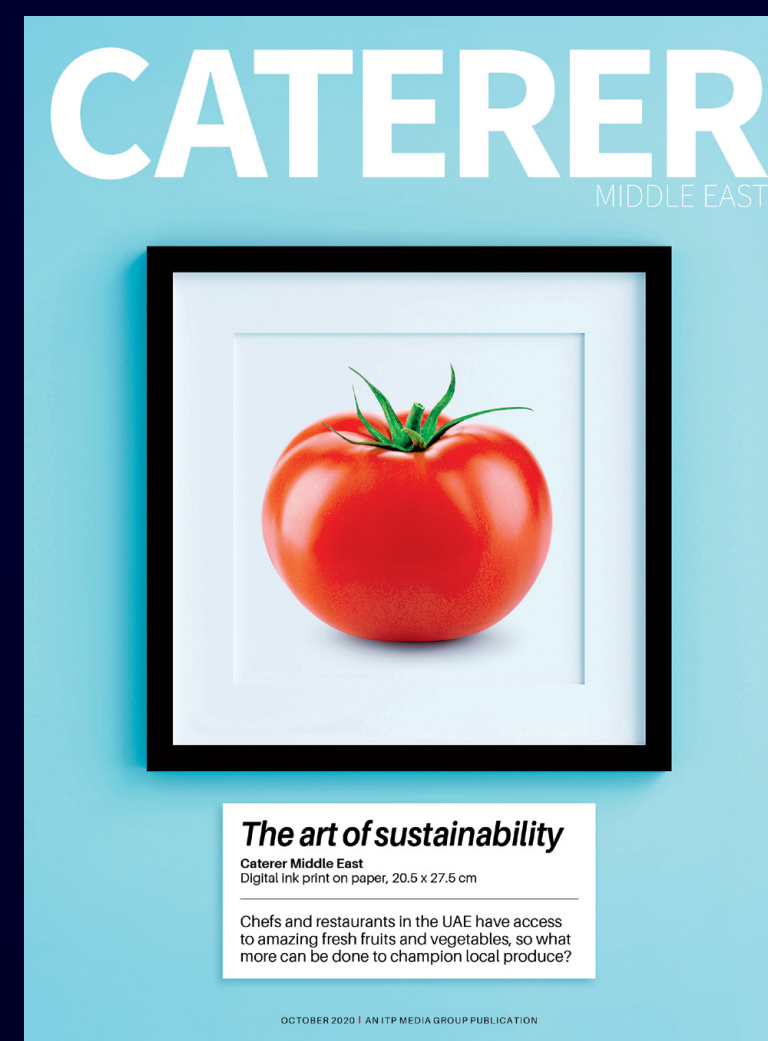
The monthly subscription-only magazine is in front of more than 22,000 key decision makers across the GCC.

Each month the magazine is in the hands of F&B directors, executive chefs, restaurateurs, and VPs of F&B, all responsible for purchasing and recommending services and products.

The regular sections include what's trending in the industry regionally and globally, new openings, opinion pieces on hot topics, career opportunities, venue showcases, a focus on quality ingredients and beverages, and supplier options.

Special monthly features cover topics ranging from technology in the industry to sustainability, food hygiene, veganism, hotel F&B, and running an independent restaurant.

**Readership 22,000+**



# COMING UP

## JANUARY

Caterer Awards 2020

## FEBRUARY

Gulfood  
Meat and Poultry

## MARCH

Women in F&B  
Tea and Coffee

## APRIL

Cloud Kitchens  
Aggregators/Tech

## MAY

Saudi Power List  
Desserts and Ice Cream

## JUNE

Meat-free  
Catering Equipment

## JULY

Local Farming/Biotech  
Dairy

## AUGUST

Technology  
Chocolate

## SEPTEMBER

Mocktails/Bars  
Cocktails and Syrups

## OCTOBER

Caterer Awards 2021  
Water

## NOVEMBER

Standalone vs Hotel Restaurants  
Pastry and Bakery

## DECEMBER

Power List  
Refrigeration

# EVENTS



## CATERER MIDDLE EAST AWARDS

Each year we host the Caterer Middle East Awards, recognising the very best venues and people in F&B in the region. Entering its 12th year, the awards represents the benchmark of success and attracts hundreds of nominations from across the Gulf. As the most anticipated night of the F&B industry's social calendar, it has become a must-attend networking event.



## CATERER CONFERENCES

Our regular Caterer Middle East Food & Business Conferences bring together the industry's most important people to discuss its most pressing topics.

With the likes of Michael Ellis, chief culinary officer at Jumeirah Group and Nicolas Budzynski, global operations director for LPM Restaurant & Bar joining us in 2020, we bring together the influences that the industry wants to hear from.



# CONTACT US

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