

THE *inspiration for pub success since 1794*

# MORNING ADVERTISER

## MEDIA PACK 2019

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 **CLICK SECTIONS TO NAVIGATE**

# About the publisher

William Reed has been providing market leading business information for over 150 years. From our origins in grocery, we have expanded across food and drink and into new sectors, including pharmaceuticals and cosmetics.

Fulfilling our role in the 21st century has meant harnessing digital channels to deliver insightful journalism and high-value data to businesses the world over. Guided by our Mission & Values, our Group's activities now include category defining digital and print media, innovative business events and conferences, prestigious awards and informative conferences. We offer compelling research and powerful insights to our customers as well as providing recruitment and e-learning solutions within our core markets.

William Reed  
INFORMING BUSINESS GROWTH

 WHO WE ARE

 CORPORATE SITE

# Foreword

The *Morning Advertiser* is one of the longest running news publications in the world. Celebrating our 225<sup>th</sup> anniversary this year, *The MA* continues to be the definitive voice for the pub trade – offering the latest pub news, and unique advice-driven content for publicans, delivering powerful insights and robust information to help their businesses succeed.

Our team of award-winning journalists deliver daily news, analysis, online and face to face events, podcasts and video coverage of the issues and stories impacting decision makers in the licensed trade.



**Chris Lowe**  
Publisher



**Ed Bedington**  
Editor

# Why *The Morning Advertiser*?

Attracting online readership from all across the licensed trade, we're the go-to hub for access to the latest news, analysis and insights from the UK pub sector, providing pub operators with invaluable advice to grow their business.

We deliver unrivalled access to key decision makers in the pub and bar sector to boost your brand awareness, reputation and sales through the most engaged multichannel platforms and products. Our marketing platforms are therefore an essential element of any marketing mix.

*'The Inspiration for Pub Success Since 1794'*



## MorningAdvertiser.co.uk

196,251\* unique monthly visitors



## Property site

5.4k monthly users

## Digital Newsletters

26.5k email subscribers



## Print Magazine

25,108 net circulation



**WE REACH  
MORE THAN  
175,000  
PUB PEOPLE  
EVERY MONTH**

## Online Events



## Social Media

36.5k combined followers



## Recruitment site

32.1k monthly users



## F2F Events

3k+ annual attendees



\*Source: Google Analytics May '18 – Oct '18 // All figures correct as of Oct '18

# Who reads *The Morning Advertiser*?

*The Morning Advertiser* is the most authoritative content provider in today's ever changing pub sector. It is *the* regular trusted and critical read of individual pub operators as well as head office pub company senior executives, opinion leaders, market movers, brand marketers, product developers and trend setters across the licensed trade.

The MA's audience buy for a total of 42,771 pubs, with **91%** of readers having direct purchasing power. *(Source: CGA, GA 2015)*



**63%**

Freehold



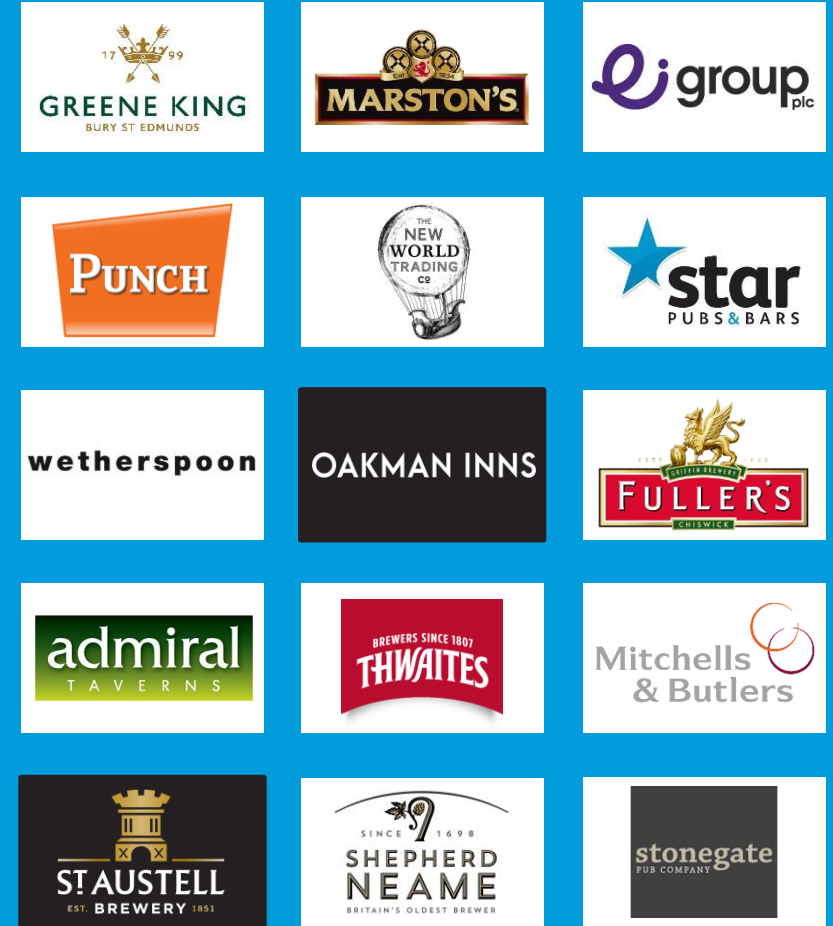
**28%**

Leased/Tenanted



**9%**

Head Office



**+ 1000's of independent pubs across the UK**

# Key clients & partners

We work with some of the industry's leading companies by providing innovative marketing solutions to help achieve key marketing objectives.

With a combination of the latest technology, along with our industry knowledge, we can build personalised online marketing programmes to best suit your marketing needs.

Here are just a handful of companies that advertise with *The MA*.





Issue	Running Your Pub	Food	Drinks	Products & Service	Property	Supplement
<b>JANUARY</b>						
<b>14</b> <i>Sustainability Issue</i>	<ul style="list-style-type: none"> <li>1 Reduce waste</li> <li>2 Green promotions</li> </ul>	<ul style="list-style-type: none"> <li>Foraging</li> </ul>	<ul style="list-style-type: none"> <li>Sustainable drinks</li> </ul>	<ul style="list-style-type: none"> <li>Hot Beverages</li> </ul>	<ul style="list-style-type: none"> <li>Auctions</li> </ul>	
<b>28</b> <i>Beer and Brewing Issue; Readers Choice</i>	<ul style="list-style-type: none"> <li>Bar skills</li> </ul>	<ul style="list-style-type: none"> <li>Beyond pie (beer in food)</li> </ul>	<ul style="list-style-type: none"> <li>Brew your own, beers that changed the world</li> </ul>	<ul style="list-style-type: none"> <li>Cellar Services</li> </ul>	<ul style="list-style-type: none"> <li>F&amp;F</li> </ul>	
<b>FEBRUARY</b>						
<b>11</b> <i>225 year anniversary of MA</i>	<ul style="list-style-type: none"> <li>Pubs in 1794</li> </ul>	<ul style="list-style-type: none"> <li>Pub food through the years</li> <li>Top 50 Awards</li> </ul>	<ul style="list-style-type: none"> <li>The evolution of pub drinks</li> </ul>		<ul style="list-style-type: none"> <li>Redevelopment</li> </ul>	
<b>25</b>	<ul style="list-style-type: none"> <li>Social media masterclass</li> </ul>	<ul style="list-style-type: none"> <li>Chips</li> </ul>	<ul style="list-style-type: none"> <li>Mixers</li> <li>Whisky</li> </ul>	<ul style="list-style-type: none"> <li>Finance</li> </ul>	<ul style="list-style-type: none"> <li>Security/CCTV</li> </ul>	<ul style="list-style-type: none"> <li>Property supplement</li> </ul>
<b>MARCH</b>						
<b>11</b> <i>Brexit Issue</i>	<ul style="list-style-type: none"> <li>Legislation/policy</li> </ul>	<ul style="list-style-type: none"> <li>Where will our food come from?</li> </ul>	<ul style="list-style-type: none"> <li>Drinks companies we rely on (what happens post-Brexit)</li> <li>Cask Ale</li> </ul>	<ul style="list-style-type: none"> <li>EPoS</li> </ul>	<ul style="list-style-type: none"> <li>Multiple sites</li> </ul>	
<b>25</b>	<ul style="list-style-type: none"> <li>Publican Awards</li> </ul>	<ul style="list-style-type: none"> <li>Fermenting and pickling</li> </ul>	<ul style="list-style-type: none"> <li>Cider Report</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor Furniture</li> </ul>	<ul style="list-style-type: none"> <li>Extending accommodation</li> </ul>	
<b>APRIL</b>						
<b>8</b> <i>GBPA Guest Editor</i>	<ul style="list-style-type: none"> <li>Leading a great team</li> </ul>	<ul style="list-style-type: none"> <li>Food that makes a pub great</li> </ul>	<ul style="list-style-type: none"> <li>Drinks that make a pub great</li> </ul>	<ul style="list-style-type: none"> <li>Workwear</li> </ul>	<ul style="list-style-type: none"> <li>Regional operators</li> </ul>	
<b>22</b>	<ul style="list-style-type: none"> <li>Boutique beautiful (building an accommodation offer)</li> </ul>	<ul style="list-style-type: none"> <li>Fish</li> </ul>	<ul style="list-style-type: none"> <li>Wine</li> <li>Fruit Cider</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor</li> </ul>	<ul style="list-style-type: none"> <li>Maximising space</li> </ul>	
<b>MAY</b>						
<b>7</b> <i>Inclusivity Issue</i>	<ul style="list-style-type: none"> <li>1 Unconscious bias (recruiting)</li> <li>2. Next gen customers</li> </ul>	<ul style="list-style-type: none"> <li>Sensitivity around 'foreign' food</li> </ul>	<ul style="list-style-type: none"> <li>A drinks list for all people (low/alco, etc...)</li> </ul>	<ul style="list-style-type: none"> <li>Professional services</li> </ul>	<ul style="list-style-type: none"> <li>Valuations</li> </ul>	<ul style="list-style-type: none"> <li>Ultimate Cocktail Guide</li> </ul>
<b>20</b>	<ul style="list-style-type: none"> <li>Garden Feature</li> </ul>	<ul style="list-style-type: none"> <li>Around the world in XX BBQs</li> </ul>	<ul style="list-style-type: none"> <li>Soft drinks</li> </ul>	<ul style="list-style-type: none"> <li>Outdoor</li> </ul>	<ul style="list-style-type: none"> <li>Listed buildings</li> </ul>	
<b>JUNE</b>						
<b>10</b>	<ul style="list-style-type: none"> <li>Apprenticeships</li> </ul>	<ul style="list-style-type: none"> <li>Food service heroes</li> </ul>	<ul style="list-style-type: none"> <li>Gin &amp; Top 50 Cocktail Bars</li> </ul>	<ul style="list-style-type: none"> <li>Tableware</li> </ul>	<ul style="list-style-type: none"> <li>Move from tied to free of tie</li> </ul>	
<b>24</b>	<ul style="list-style-type: none"> <li>Family Innovations</li> </ul>	<ul style="list-style-type: none"> <li>Free-from</li> </ul>	<ul style="list-style-type: none"> <li>1. Cider Heroes</li> <li>2. Perfect serve</li> </ul>	<ul style="list-style-type: none"> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Planning system &amp; licensing</li> </ul>	

Issue	Running Your Pub	Food	Drinks	Products & Service	Property	Supplement
<b>JULY</b>						
<b>8</b>	<ul style="list-style-type: none"> <li>Events - street parties</li> </ul>	<ul style="list-style-type: none"> <li>Street food trends</li> </ul>	<ul style="list-style-type: none"> <li>Rum</li> </ul>	<ul style="list-style-type: none"> <li>Hygiene</li> </ul>	<ul style="list-style-type: none"> <li>Agent of Change</li> </ul>	
<b>22</b> <i>Season Preview Issue</i>	<ul style="list-style-type: none"> <li>Mobile tech</li> </ul>	<ul style="list-style-type: none"> <li>Making your kitchen a national business</li> </ul>	<ul style="list-style-type: none"> <li>Lager</li> </ul>	<ul style="list-style-type: none"> <li>Warewashers</li> </ul>	<ul style="list-style-type: none"> <li>pop ups</li> </ul>	
<b>AUGUST</b>						
<b>5</b>	<ul style="list-style-type: none"> <li>Customer service masterclass</li> </ul>	<ul style="list-style-type: none"> <li>Food safety</li> </ul>	<ul style="list-style-type: none"> <li>Pre-batch cocktails</li> </ul>	<ul style="list-style-type: none"> <li>Marketing/ POS</li> </ul>	<ul style="list-style-type: none"> <li>Changing lease market</li> </ul>	
<b>19</b> <i>Luxury Issue</i>	<ul style="list-style-type: none"> <li>Interior design</li> </ul>	<ul style="list-style-type: none"> <li>Burger and chips</li> </ul>	<ul style="list-style-type: none"> <li>Premium drinks</li> </ul>		<ul style="list-style-type: none"> <li>Value of refurbishment</li> </ul>	
<b>SEPTEMBER</b>						
<b>9</b>	<ul style="list-style-type: none"> <li>Career Planning</li> </ul>	<ul style="list-style-type: none"> <li>Meat</li> </ul>	<ul style="list-style-type: none"> <li>Soft drinks</li> </ul>	<ul style="list-style-type: none"> <li>Training &amp; Compliance</li> </ul>		
<b>23</b>	<ul style="list-style-type: none"> <li>Christmas preparations</li> </ul>	<ul style="list-style-type: none"> <li>Christmas Prep</li> </ul>	<ul style="list-style-type: none"> <li>Christmas Drinks</li> </ul>	<ul style="list-style-type: none"> <li>The Restaurant Show/ BAPs</li> </ul>		
<b>OCTOBER</b>						
<b>7</b> <i>Pub Co Issue - Publican Business Leader Guest Editor</i>	<ul style="list-style-type: none"> <li>Finance - business growth advice</li> </ul>	<ul style="list-style-type: none"> <li>Bagged snacks</li> </ul>	<ul style="list-style-type: none"> <li>Freskide cider</li> </ul>	<ul style="list-style-type: none"> <li>EPoS</li> </ul>		
<b>21</b> <i>Beer Issue</i>	<ul style="list-style-type: none"> <li>Utilities</li> </ul>	<ul style="list-style-type: none"> <li>Beer and food pairing</li> </ul>	<ul style="list-style-type: none"> <li>Beer Report</li> </ul>	<ul style="list-style-type: none"> <li>Cellar Services</li> </ul>		
<b>NOVEMBER</b>						
<b>11</b>	<ul style="list-style-type: none"> <li>Technology - future trends</li> </ul>	<ul style="list-style-type: none"> <li>Free-from</li> </ul>	<ul style="list-style-type: none"> <li>Party drinks</li> </ul>	<ul style="list-style-type: none"> <li>Professional services</li> </ul>		
<b>25</b> <i>MA Drinks List</i>	<ul style="list-style-type: none"> <li>Entertainment</li> </ul>	<ul style="list-style-type: none"> <li>Staff dinners</li> </ul>	<ul style="list-style-type: none"> <li>The Drinks List</li> </ul>	<ul style="list-style-type: none"> <li>Back Bar</li> </ul>		
<b>DECEMBER</b>						
<b>9</b> <i>Beer Orders (30 yrs)</i>	<ul style="list-style-type: none"> <li>How the beer orders still affect pubs today</li> </ul>	<ul style="list-style-type: none"> <li>Look back on trends</li> </ul>	<ul style="list-style-type: none"> <li>Look back on drinks trends</li> <li>Cask Heroes</li> </ul>			
<b>31</b> <i>New Year Issue</i>	<ul style="list-style-type: none"> <li>Business predictions for 2020</li> </ul>	<ul style="list-style-type: none"> <li>Food predictions</li> </ul>	<ul style="list-style-type: none"> <li>Drink predictions</li> </ul>	<ul style="list-style-type: none"> <li>Wallplanner</li> </ul>		

# DIGITAL OVERVIEW




 **196,251** Unique Visitors

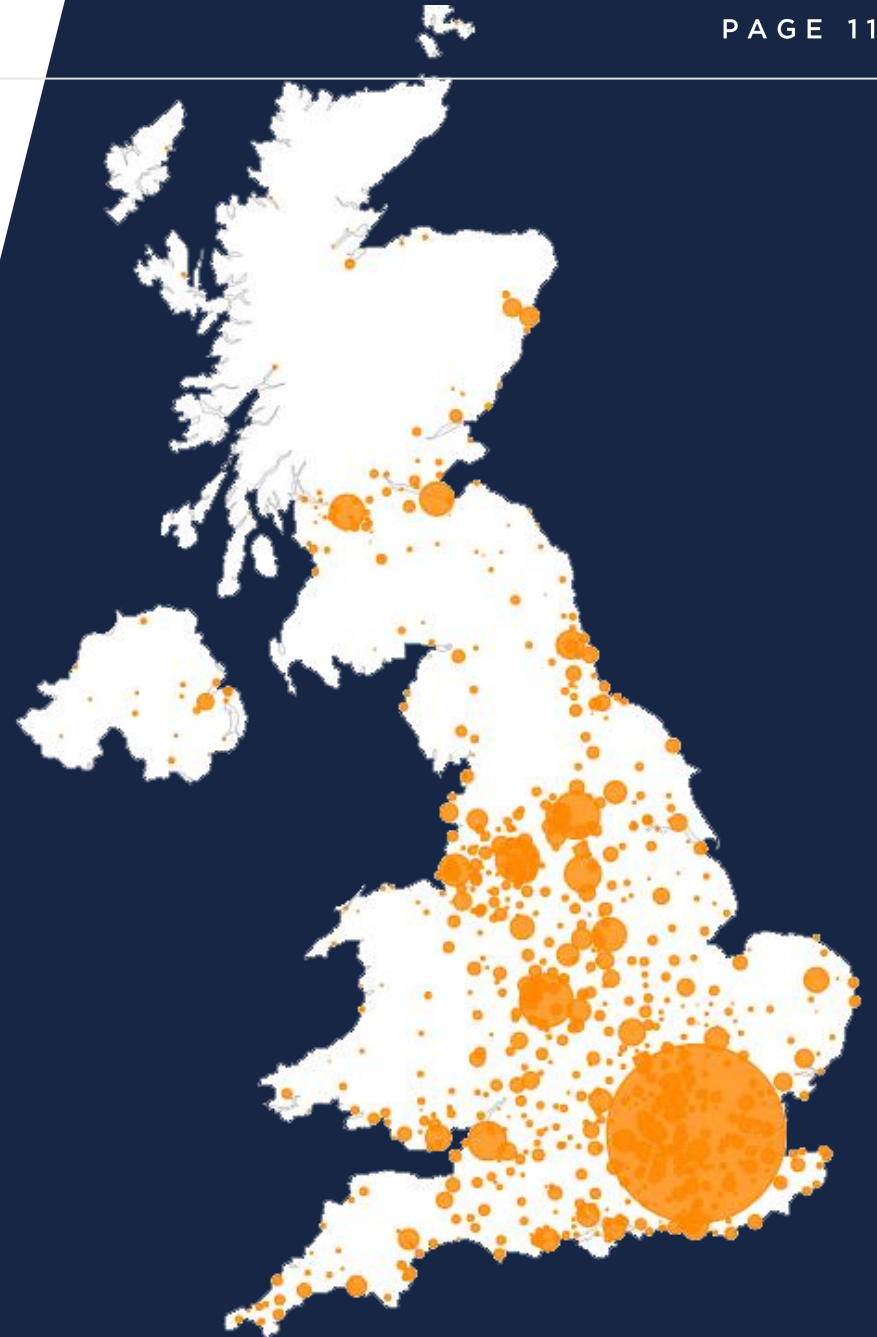
 **348,286** Unique Page Views

 **81%** UK Readership

 **61%** Mobile Traffic

Returning Users:

 **+ 2%** YoY 2014 » **+ 12%** YoY 2015 » **+ 7%** YoY 2016 » **+ 8%** YoY 2017



## Website banner positions

Super Leaderboard



Billboard



Background Banner



Prestitial



Half Page



Medium Rectangle



Text Ad



**WEBSITE POSITIONS**

Sections: Homepage, Drinks, Pub Food, Legal, Operators, Running your Pub, Property site.

AD FORMAT	DEVICE	DIMENSIONS	SECTION TARGETING COST PER DAY   33% SOV 1 WEEK MINIMUM ORDER
Super Leaderboard		Desktop: 970 x 90px Mobile: 320 x 50px	£50
Billboard		Desktop: 970 x 250px Mobile: 320 x 100px	£54
Medium Rectangle 1		300 x 250px	£52
Medium Rectangle 2		300 x 250px	£30
Half page		Desktop: 300 x 600px Mobile: 300 x 250px	£60
Background Banner		300 x 1050px for left & right banner Required separately	£287 per day per section 100% SOV
Text Ad		Image 102 x 68px Desktop: Title 50, Text 250 char. Mobile: Title 45, Text 60 char.	£44
Section Takeover: Background Banner, Billboard & Half Page		As above	£6,125 per week per section 100% SOV

**CONTENT OPPORTUNITIES**

CONTENT TYPE	RATE
Promoted Content (Advertorial) – incl. promotion and ad spots around the advertorial	£5,995
Sponsored Content (written by <i>The MA</i> ) - incl. promotion and ad spots around the content	POA
Created Video – incl. pre & post roll ad	POA
Survey - Production, Hosting and Delivery	£3,200

**NEWSLETTER ADVERTISING**

AD FORMAT	DIMENSIONS	RATE PER DAY 5 DAYS MINIMUM ORDER
Leaderboard	728 x 90px	£425
Medium Rectangle 1	300 x 250px	£446
Medium Rectangle 2	300 x 250px	£384
Half Page	300 x 600px	£488
Text Ad	Image 75 x 75px Title 50, Text 250 char.	Top text ad – from £238 Middle text ad – from £196
Editor's Spotlight Newsletter - POA		
The Weekender Sponsorship - POA		

Lead Generation #1 - £1,775 + VAT
<b>Website and Newsletter</b>
1 week top text advert on MA daily newsletter
1 week website text advert (one section - choose from drinks, food, operators, running your pub or legal)
Landing page creation and hosting – either download or competition/giveaway entry
Lead report and access through personal login

Lead Generation #2 - £3,980 + VAT
<b>Website, Newsletter and Editor's Spotlight email</b>
1 week top text advert on MA daily newsletter
1 week website text advert (one section - choose from drinks, food, operators, running your pub or legal)
1 x Editor's Spotlight email sent to newsletter subscribers
Landing page creation and hosting – either download or competition/giveaway entry
Lead report and access through personal login

Brand Awareness #1 - £4,605 + VAT
<b>Website and Newsletter</b>
1 week medium rectangle banner on MA daily newsletter
1 month super leaderboard or medium rectangle banner on website section, 100% SOV (section choice from homepage, drinks, food, operators, running your pub and legal)
Campaign report

Brand Awareness #2 - £4,875 + VAT
<b>Website and Newsletter</b>
1 week medium rectangle or leaderboard banner on MA daily newsletter
1 month billboard or half page banner on website section, 100% SOV (section choice from homepage, drinks, food, operators, running your pub and legal)
Campaign report

Brand Awareness #3 - £6,431 + VAT
<b>Website and Editor's Spotlight email</b>
1 week section takeover on website including background banner, billboard banner and half page banner, 100% SOV (section choice from homepage, drinks, food, operators, running your pub and legal)
1 x Editor's Spotlight email sent to newsletter subscribers
Campaign report

Brand Awareness #4 - £7,288 + VAT
<b>Website and Newsletter</b>
1 week medium rectangle or leaderboard banner on MA daily newsletter
1 month billboard or half page banner on website section, 100% SOV (section choice from homepage, drinks, food, operators, running your pub and legal)
1 week background banner on website section, 100% SOV (section choice from drinks, food, operators, running your pub and legal)
Campaign report

Bespoke packages available. Please get in touch and we will work with you, and your budget, to ensure your campaign requirements are met.

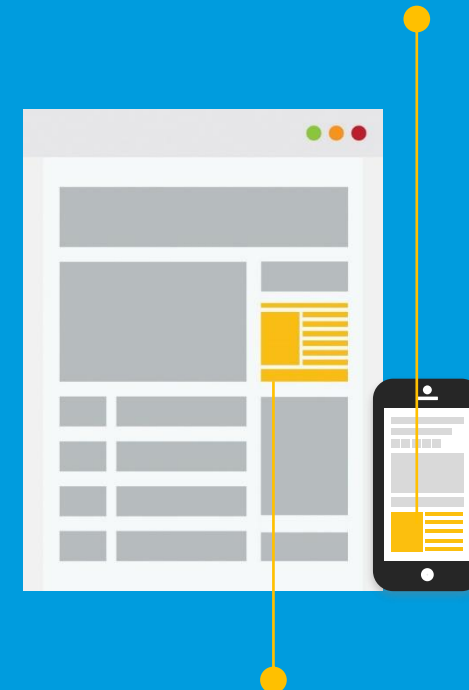
# Product of the week

Looking to boost traffic to your website or lead generation page? Our 'Product of the week' box is an ideal solution to get your marketing message across to your target audience.

The box is situated directly alongside our industry leading editorial content, ensuring maximum visibility.

DIMENSIONS	AVAILABILITY	PRICE PER WEEK
120 x 170px	Exclusive	£1320

The box is featured on both our desktop and mobile websites



Appears in the sidebar on the website homepage and article pages for a full week

# Lead Generation

Generate valuable new leads for your business and share in-depth reports, insights or guides with our market-leading lead generation solution.

Lead generation campaigns have seen huge success for our partners. We can work with you to create bespoke campaigns to drive traffic to your content, maximise leads and generate returns for your business.

[SEE EXAMPLES](#)



SHARE REPORT, GUIDE OR VIDEO TO MORNINGADVERTISER.CO.UK



TECHNICAL / WHITE PAPER

## Top tips to maximise World Cup 2018 footfall!

Published 04-Jun-2018  
Format: PDF file | Document type: Technical / White Paper

**DON'T GET CAUGHT OFFSIDE!**

Top tips to maximise World Cup 2018 footfall

[f](#) [2](#) [t](#) [in](#) [e](#)

RELATED CATEGORIES: Professional services, Technology

Don't get caught offside as the FIFA World Cup 2018 hits the pub and bar industry! Find out how other operators like Bounce, Young's & Maxwell's group are using the World Cup as a great opportunity to raise their game, get their share of the football market and more importantly get them spending.

Download our top tips guide for pub and bar operators to manage increased footfall and maximise customer spending during the World Cup season.

**FILL FORM TO DOWNLOAD NOW**

First Name \*

Last Name \*

Email \*

Phone \*

Department \*

Industry \*

Company \*

Employees \*

Country \*

County \*

In order for you to receive this content, the above data is provided to Access Hospitality, the content producer.

**DOWNLOAD NOW!**

The Morning Advertiser may use your contact data to keep you informed of its products and services by email or by phone. You can withdraw your marketing consent at any time by clicking the unsubscribe link in such.

USERS GIVE DETAILS TO ACCESS YOUR CONTENT

**32%** AVERAGE CLICK TO DOWNLOAD



OBTAIN LEADS



# Promotional features

Promotional features are *The Morning Advertiser's* take on native advertising, allowing your brand to connect directly with our audience by offering our platform as a home for your content.

## WHAT'S INCLUDED IN THE PACKAGE:

- Dedicated landing page for your article on *The MA* website
- 1 x skyscraper and 1 x leaderboard on your landing page
- Your article is featured on the website homepage and our daily newsletters
- 1 x Editor's Spotlight email sent to newsletter subscribers

[SEE EXAMPLES](#)



2,200+  
Page Views



02:49  
Avg. Time  
On Page

THE inspiration for pub success since 1794  
**MORNING ADVERTISER**

drinks pub food legal operators running your pub resources property jobs Search

**THE NEW COBRA SMOOTH POUR GLASS.**  
*Made of Science*  
CONTENT PROVIDED BY MOLSON COORS

THE BIGGEST BREAKTHROUGH IN POURING SINCE GRAVITY.

NEWS - PROMOTIONAL FEATURES

This content is provided by Molson Coors. [Learn more](#)

## From tin tankards to Smooth Pour Glasses: How the pint glass has evolved over the years

From 10-sided glasses to Noniks and now Cobra's new Smooth Pour Glass – the humble pint glass has certainly come a long way over the decades. Whilst most glassware innovations have been triggered by changes in the brewing industry and shifts in drinking habits, some have been created purely to give publicans the tools they require to deliver the perfect serve and give outlets a real point of difference at the bar.

Before we take a look at more recent innovations, let's take a look at the journey of the pint glass over the years:

**Pewter tankards**

Traditionally beer was drunk from pewter tankards, a metal vessel in the shape of a mug. However, these began dying out in the early 20th century as newly enlightened drinkers took more of an interest in the clarity of their pint


The New Cobra Smooth Pour Glass

THE NEW COBRA SMOOTH POUR GLASS.

MADE OF SCIENCE.

# Surveys

Surveys are a great way to gather market data on attitudes, impressions, opinions and satisfaction levels. So whether you're thinking of launching a new product and want to do some market research, or just want to get a feel for general trends in the licenced trade, poll *The MA's* qualified audience and obtain the valuable data and insight you need.

We use  **SurveyMonkey** the world's leading provider of web-based survey solutions.

 DEDICATED SUPPORT FROM OUR PRODUCTION TEAM

 SURVEY PROMOTION NOT INCLUDED

What the service includes:



Feedback concerning the survey content, using our production team's experience to fine tune the questionnaire and give recommendations



A-Z programming of the branded survey, including testing



Organising the prize draw - from choice of prizes to final draw and dispatch to winners



Online reporting of results, and export into excel/PDF formats

# E-NEWSLETTERS



# The power of email

We believe in transparency. This is why our double opt-in email newsletter subscriber list is regularly cleaned for inactive users, so unlike many others, we're not just selling you a big number.



**33.61%** Our Average Newsletter Click to Open Rate  
**21.17%\*** Publishing Industry Average Click to Open Rate

**24.55%** Our Average Newsletter Open Rate  
**16.64%\*** Publishing Industry Average Open Rate



**26.7k** Daily Newsletter subscribers



Daily Newsletter ▶

\* Source: SmartInsights.com 2018 Report

Average subscriber figures and email metrics for the period Jan – Aug 2018.

## Newsletter ad positions

Leaderboard



Half Page



Medium Rectangle



Text Ad(s)



NEW VARIANT

# Editor's Spotlight

Editor's Spotlight is an editorial 'e-feature' whereby our editor shines a spotlight on a key area of focus. Become an exclusive sponsor of the newsletter and take advantage of the opportunity to promote your brand message in this innovative format, now with a choice of two ad variants.

## SPONSORSHIP INCLUDES:

- A** Sponsor logo
- B** Super text ad (banner, word description + call to action)

[SEE BROCHURE FOR MORE DETAILS ↗](#)

Branding feature template



Native feature template

# The MA Weekender

Our weekender email newsletter is sent out on a Saturday morning to our readers, and features a round-up of the past weeks top stories. Take the opportunity to exclusively advertise your brand with the weekender banner at the top of the newsletter.

## SPONSORSHIP INCLUDES:

- A** Weekender billboard banner
- B** MPU banner (Optional)

[CONTACT US FOR MORE DETAILS](#) 

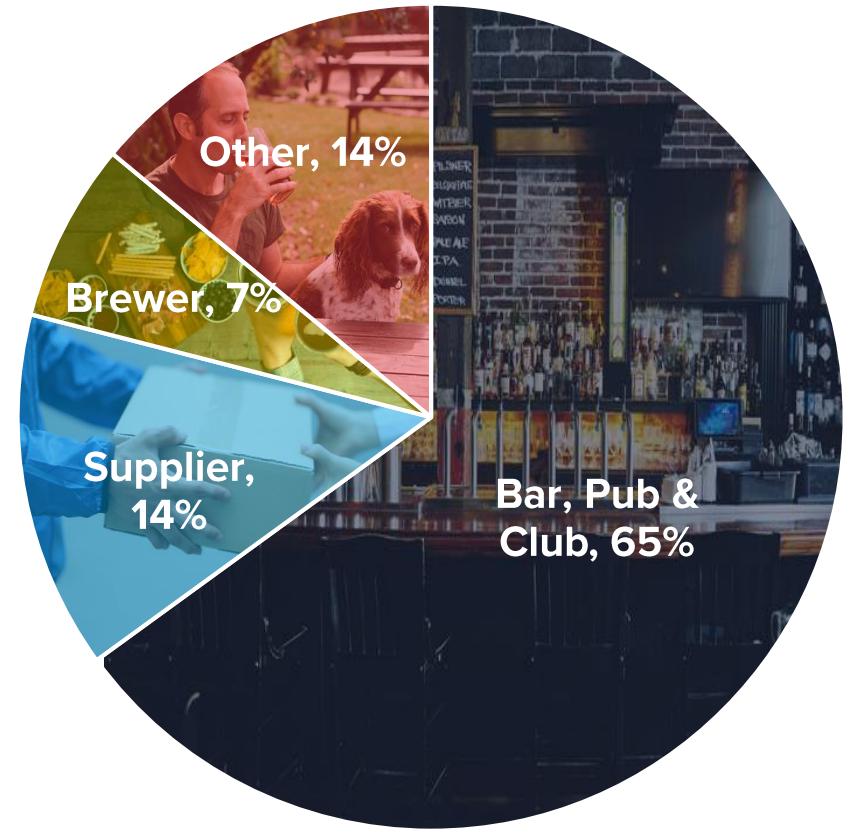


### Department



23% Sales & Marketing | 21% General Management | 21% Senior Board  
 19% Licensee | 6% Bar & Pub Manager | 4% Finance  
 2% Purchasing | 2% Catering Manager | 2% HR, Training & Recruitment

### Industry



65% Bar, Pub & Club | 14% Supplier  
 7% Brewer | 14% Other



# F2F EVENTS



# the Pubican Awards in association with sky

The Pubican Awards is established as the biggest event in the pub industry's calendar, attended by around 1,400 senior executives and suppliers. Designed to showcase success, offer business support and provide recognition for pub companies across the UK, The Pubican Awards has 18 categories catering to all sizes and types of operation within the pub industry.

[CONTACT US ABOUT SPONSORSHIP](#)[SEE WEBSITE](#)[DISCOVER OUR SPONSORSHIP OPPORTUNITIES](#)



Heralded as the Oscars of the pub industry, this prestigious competition, which has been running for 18 years, recognises the best pub operators in the country. The competition sees pubs from across Britain enter in the hope of winning one of the industry's most sought after accolades.

The awards, recognised as “the one to win” by licensees; attracts hundreds of entries from thriving pubs around the UK, and regularly generates extensive regional and national press coverage.

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[SEE WEBSITE](#) 





# TOP 50 GASTROPUBS

The Estrella Damm Top 50 Gastropub awards showcase the best premium food-led pubs, inspiring future chefs and operators. With many Michelin-starred businesses and celebrity chefs involved, The Estrella Damm Top 50 is an aspirational brand in a sector that is growing rapidly.

The event is an intimate lunch where the Top 50 are unveiled, and in recent years the website has become a consumer destination for those looking to find a celebrated Gastropub to eat at. Recipes and chef profiles were recently added to the site as part of a content strategy to engage, inspire and dominate search rankings for Gastropubs.

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)

[SEE WEBSITE !\[\]\(c694a3ff3b077d76910920a6a1593ab4\_img.jpg\)](#)



PAGE 28

2

The Pony Trap

Chew Magna, Bristol



4

Freemasons at Wiswell

Clitheroe, Lancashire



5

The Coach

Marlow, Buckinghamshire



Drapers



7

The Beehive



8

Parkers A

# TOP 50 COCKTAIL BARS

The Top 50 Cocktail Bars list is compiled by the bar industry, giving it a unique list of venues recommended by those in the know. We receive thousands of individual votes from bartenders, managers and drinks experts up and down the country which curates a luxury list of exquisite bars with a tipple for every drinker.

Cocktail recipes and chef profiles were recently added to the site as part of a content strategy to improve search rankings for cocktail bars and increase the visibility of our comprehensive site.

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)

[SEE WEBSITE](#)



2

**Dandelyan**  
South Bank, London



4

**Nightjar**

Hoxton, London



5

**Satan's Whis**

Bethnal Green, London



**istle**

Spinningfields, Manchester



7

**Lounge on 12**

Spinningfields, Manchester



8

**Epicurus: De**  
Texas



The MA500 is the *Morning Advertiser's* business club for Multiple Operators. With membership now over the 500 mark, the club, which is open to operators with two or more sites, continues to go from strength to strength.

The MA500 offers opportunities for members to gather three times a year to share best practices, knowledge and insights to help them grow their operations further. With some of the UK's leading operators taking an active part in the club, the *Morning Advertiser* will continue to help provide a platform for members to improve their businesses even further.

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)

[SEE WEBSITE](#)



# Round tables & study tours

These fantastic networking events offer business partners the opportunity to work alongside, and hold key discussions, with a desired group of leading pub operators.

Between 10 and 20 selected attendees are invited by *The MA* to the event, we will work with you on the invite list to ensure those companies you wish to develop a relationship with are invited to attend. The focus of these round tables or study tours can be a category or product, or can be at the forefront of a key industry topic. The aim is to inspire and challenge operators with fresh insights and ideas about the sponsor's category.

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)





An annual survey of readers of *The Morning Advertiser* shows a sector struggling to keep up with the demands of a changing consumer base. Here we detail their concerns and look at what solutions are offered in MCA's *UK Pub Market Report*

MCA DEPUTY EDITOR **JAMES WALLIN** REPORTS

# Generation gap

## PRINT OFFERING

Readers of *The Morning Advertiser* (MA) have expressed their fears of a generation gap at pubs are falling out of favour with younger consumers to attracting a younger generation Z-ers.

The survey for the *UK Pub Market Report 2017*, produced by MCA, shows that 18% of respondents cite a generation gap as a key concern for wet-led pubs as a key challenge.

The survey also shows that customers in the 25-40 age group are moving towards the middle-aged demographic, with couples, business people, and young professionals, while 25-40s and 40-60s are over-represented at the bar.

Seven in 10 licensees feel they need to work harder to attract younger adults, with free Wi-Fi, modern drinks range and the availability of mobile phone charging being seen as the most successful ways to attract this market. Respondents also emphasise the importance of giving younger people a purpose to go out, such as offering products (such as cocktails) that they can post on Instagram and focusing on the 'theatre' of hospitality.

The survey shows fewer licensees in 2017 describing their turnover as up on the year before - 53% compared to 59%

The picture is more positive for predictions of trade growing 'substantially'



**23%** OF GENERATION Z RESPONDENTS CHOOSE FREE WI-FI AS THE MOST IMPORTANT OFFER AT PUBS AS OPPOSED TO JUST 8% OF 30 TO 34-YEAR-OLDS



**27%** OF RESPONDENTS SCORE THE RELATIONSHIP WITH THEIR LANDLORD AS FINE OUT OF FIVE (VERY GOOD), COMPARED TO 37% LAST YEAR. THE WEIGHTED AVERAGE FOR THIS YEAR IS 3.3 COMPARED TO 3.8 LAST YEAR AND 3.4 IN 2015

in 2016. Similarly more licensees report profit declining - 41% compared to 33% last year.

Business rates and wages are cited as the biggest cost increases over the past year. Both are cited by 34% of respondents, but while the incidence of people citing business rates is up 19 percentage points (pp) on last year, wages are down 22pp. The other significant cost pressures are drinks prices (chosen by 14%), utilities (9%), rents (5%) and food costs (4%).

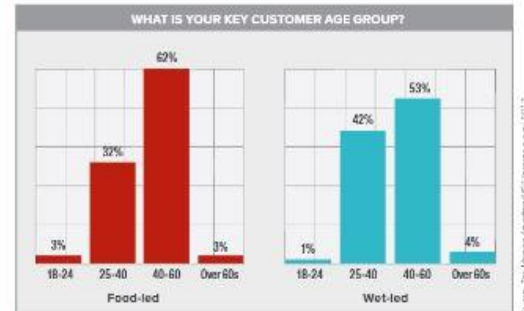
Despite the tough trading conditions, the report shows licensees remain resilient on turnover predictions, with 54% expecting sales to rise over the next year, not far off the 59% of 2016. When it comes to predictions of trade growing 'substantially', the picture is even more positive, with 8% expecting good growth compared to 5% last year. The proportion expecting turnover to fall, however, increases from 9% last year to 14% now.

This year, 27% of respondents score

their relationship with their landlord as five out of five (very good), compared to 37% last year. The weighted average for this year is 3.3 compared to 3.8 last year and 3.4 in 2015.

Beer remains the most important business area for those who took part in the survey but other areas are clearly in growth, with spirits, events and soft drinks all growing in importance.

Some 47% of respondents intend to increase their offer of premium spirits over the next 12 months, up from 41% in 2016. The numbers who also intend to adopt a policy of differentiation with a speciality and niche range and/or adding a range of



**TURNOVER BY PUB SEGMENT**  
Food-led pubs have achieved a better turnover in the past year, 43%, compared to 38% of wet-led premises. However, only 11% of food-led pubs report turnover up substantially - four percentage points lower than in wet-led pubs.

Food-led Wet-led

Wet-led pubs include pubs with MCA wet/dry split. Source: *The Morning Advertiser* MCA survey, 2017

**IN THEIR OWN WORDS**  
Licensees describe how they are seeking to attract younger customers

**"By demonstrating that the pub environment is a far better way to meet and chat than impersonal social media platform."**  
Leaseholder, wet-led

**"Introduce drinks relevant to them - eg, craft beers, ciders, lagers and contemporary cocktails using premium products. Introduce food relevant to them - eg, fast-casual food including sliders and tacos."**  
Freeholder, wet-led

**"Offer more value and quality - seen as longer-term strategy appealing to a wide range of young adults and discouraging drinkers who tend to 'pre-load' rather than spend in pubs."**  
Leaseholder, 50:50 wet/dry split

**"Today's consumers live in nice surroundings with plenty of entertainment at home - need to offer something different, better more interesting."**  
Leaseholder, wet-led

Source: *The Morning Advertiser* MCA survey, 2017



# The Magazine

Where it all started back in 1794. With our 225<sup>th</sup> anniversary coming up this year, times have changed. We now have both feet firmly in the digital age, but our heritage in print runs proud with the fortnightly *Morning Advertiser* magazine still going strong, distributed free of charge to over 25,000 pub and bars across the UK.

Regular features include:

- Spotlight, analysis, insight, MA500 & opinion pieces
- Feature content
- Legal and Raising The Bar
- Big Interview and My Pub
- Products & Services

Educate, inspire and build trust by advertising in print.



# Front Covers

Front covers are the ultimate way to reach an estimated 25,000+ pubs with attention grabbing, high-impact visuals that are the focal point of the entire magazine. Due to this, they are in high demand - so book your campaign early to avoid disappointment.



# Editorial Opportunities

Work alongside our award-winning Editorial team on bespoke content projects, designed to both educate our audience, and associate your brand with specific subjects of interest.

Sponsoring content natively on *The Morning Advertiser* represents a unique opportunity to position your brand as an authoritative voice, thought leader and category innovator – have a presence amongst content that is relevant to your business offering, and resonate with our readership whilst they're most engaged.

**59%**  
OF COCKTAIL  
CONSUMERS LIKELY TO  
ORDER THE HIGHLIGHTED  
ACCOMPANIMENT  
CGA Mixed Drinks Report,  
April 2017

### Creating themes

Whether you are an expert or a novice at matching food with drinks, one way to make more of a success of it is by creating themes. If, say, it was British Asparagus Week, you could create an asparagus-infused Martini to complement dishes or even as a stand-alone drink to highlight the celebration of Asparagus Week.

Finally, as all successful businesses will attest, how an offering is

# INGA EMENT

### 7 STEPS TO FOOD AND COCKTAIL PAIRING

- 1 Work with the biggest flavour**  
When creating a drink to match a dish, or creating a one-bite garnish for a cocktail, mixologists should lead with either the biggest flavour or the wettest element on the plate.
- 2 Elements need to work together**  
If a licensee is serving a sweet dessert, it's recommended to avoid a sweet drink because two sweet elements cannot always complement each other.
- 3 Plan**  
Licensees wishing to serve cocktails alongside food at their bar will need a good plan in place to avoid delays in service.
- 4 Size**  
Consider the size of course versus the size of drink – for example, a shorter drink with starters, a longer drink with main courses, and shorter again with dessert.
- 5 Research**  
Licensees and bar staff should get reading! There are great flavour-matching books available to discover proven and sometimes obscure pairings to inspire and surprise guests.
- 6 Themes work well**  
Licensees could theme their pairings. For example, for British Asparagus Week, outlets could supplement any special dishes with a twist on an asparagus-infused vodka Martini.
- 7 Promote cocktails that can be served alongside food**  
It's crucial that customers know about the delicious cocktails and food on offer. Mention cocktails on the food menu, next to the dish as the chef's recommendation. Licensees should ensure that all staff know which cocktails complement which dishes and have the confidence to recommend them.

**43%**  
CLAIM THEY WOULD  
OPT TO DRINK A  
COCKTAIL AFTER A MEAL  
INSTEAD OF A DESSERT  
CGA Mixed Drinks Report,  
April 2017

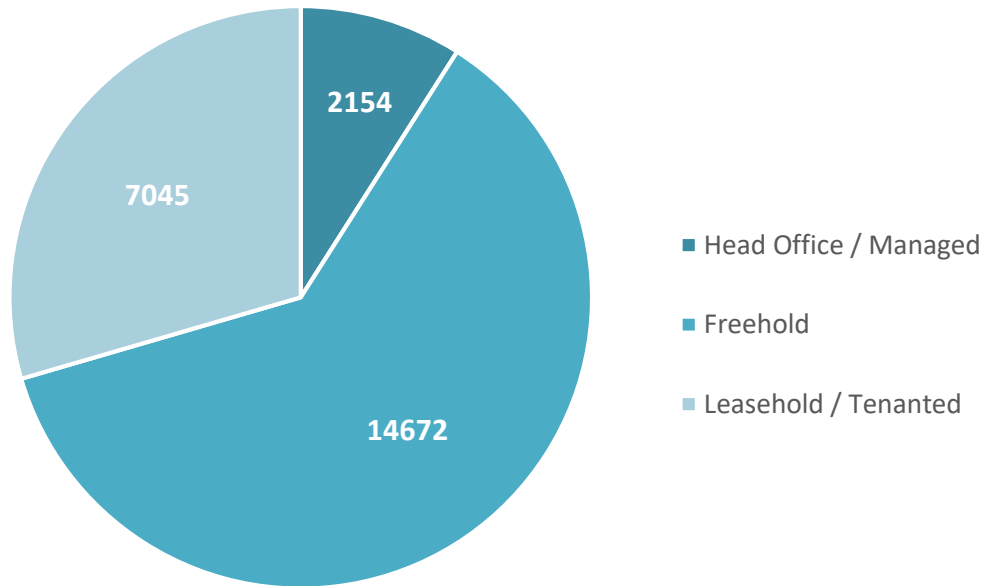
promoted will determine its success. It is crucial customers know about the delicious cocktails and food on offer. Mention cocktails on the food menu, next to the dish as the chef's recommendation. All staff need to know which cocktails complement which dishes, and are confident about how to recommend them.



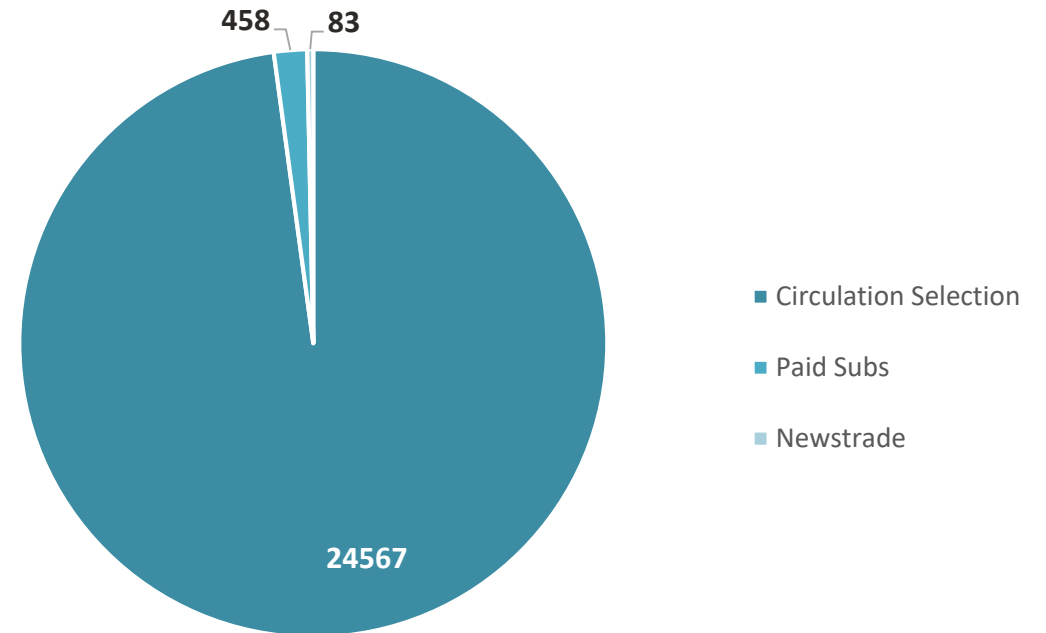
# Print Circulation



## THE MORNING ADVERTISER CONTROLLED CIRCULATION FOR THE PERIOD JULY 2018 – OCTOBER 2018



## CONTROLLED CIRCULATION ANALYSIS



### CONTROLLED CIRCULATION TERMS OF CONTROL

Owners, landlords, licensees and tenants in the licensed on-trade sector at Freehold, Leasehold and Tenanted pubs. Directors, buyers, managers and individuals with purchasing influence at head and regional offices of brewers, managed pub companies, hotel and catering licensed chains.

# Products and Services

Want to put your businesses products and services in front of thousands of qualified people, in a cost-effective manner? Then *The Morning Advertiser's* classifieds section is for you!

With a range of print options available as a one-off advert, or a series booking, we can offer you the best package for your budget.

Contact Julie Farrell for more information on 01293 610489 or [Julie.Farrell@wrbm.com](mailto:Julie.Farrell@wrbm.com).

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RA  
ROSLYNS

al

Licenses are for being resourceful when a challenge arises. But some issues such as business negotiations or interpreting licenses that require expert advice. Advertiser asks three experts the most common problem helped publicans deal with six months and the optimum resolve them.

**Avoid business rates escalation**  
This scenario will be familiar to licensees: your business rates come through and it's much more than you expected. Your first thought, surprisingly, is to challenge the decision. But this intuitive response is not always the best option. Hayton, national head of the empty rates team at professional firm Altus Group. The revaluation of rates which came into effect from 2013 onwards, coupled with increased scrutiny and media coverage of rates, has led to publicans more aware of their ability to challenge their assessments. Hayton says: "The view is understandably, is that publicans are particularly hard hit by this and the hikes in business rates are a consequence. The high-profile media coverage which tends to imply that business rates are too high and unfair to operate is encouraging many publicans to make a formal challenge. But he says instigating a business rates appeal with the Valuation Office Agency (VOA) before conducting an appraisal using financial data submitted early on in the process can lead to a worst case outcome. He warns that the VOA can state that the assessment is too low because they can and will adjust it accordingly, quite possibly

DISPLAY ADVERTISING	
POSITION	RATE CARD
Double Page Spread (DPS)	£7,480
Full Page	£4,095
Half Page	£2,293
Quarter Page	£1,376
Guaranteed Position	+20%
Discounted packages are applicable for multi-platform and series campaigns	

CREATIVE SOLUTIONS	
	RATE CARD
Advertorials	+20%
Sponsored Content / Competitions	POA
IFC / OBC	£4,395
Front Cover + Flap	£13,045
Belly band to single page or DPS	£11,057 + DPS/Page Rate
Tip on (10g) full page	Page/DPS/Cover + £3,440
Centre spread gatefold (8 pages in total)	£15,725
Printed Polybag	£9,823
Personalised Issue (all display ad positions)	£64,789

INSERTS	
	RATE CARD
Loose Inserts (10g or less)	£196 per 1,000
Loose Inserts (11g+)	£12 per 1,000 per 10g increase
Bound Inserts	£229 per 1,000
Split Run Inserts	20% on insert rate

PROPERTY ADVERTISING	
POSITION	RATE CARD
Full Page	£3,249
Half Page	£1,949
Quarter Page	£1,169
Eighth Page	£700

CLASSIFIED ADVERTISING	
POSITION	RATE CARD
Full Page	£3,058
Half Page	£1,834
Quarter Page	£1,100
Eighth Page	£571

# RECRUITMENT

## JOBS

e.g. South East

Within 5 miles



pub chefs



bar staff



pub management



tenancy &

## USE JOBS BY FUNCTION

Assistant Pub Manager 61

Staff 22

Pub Steward 5

Head Office 17

Management Couple/Live-in 51

Pub Chef 26

Pub General Manager 56

Pub Manager 75

Pub Supervisor 17

Sales & Marketing 29

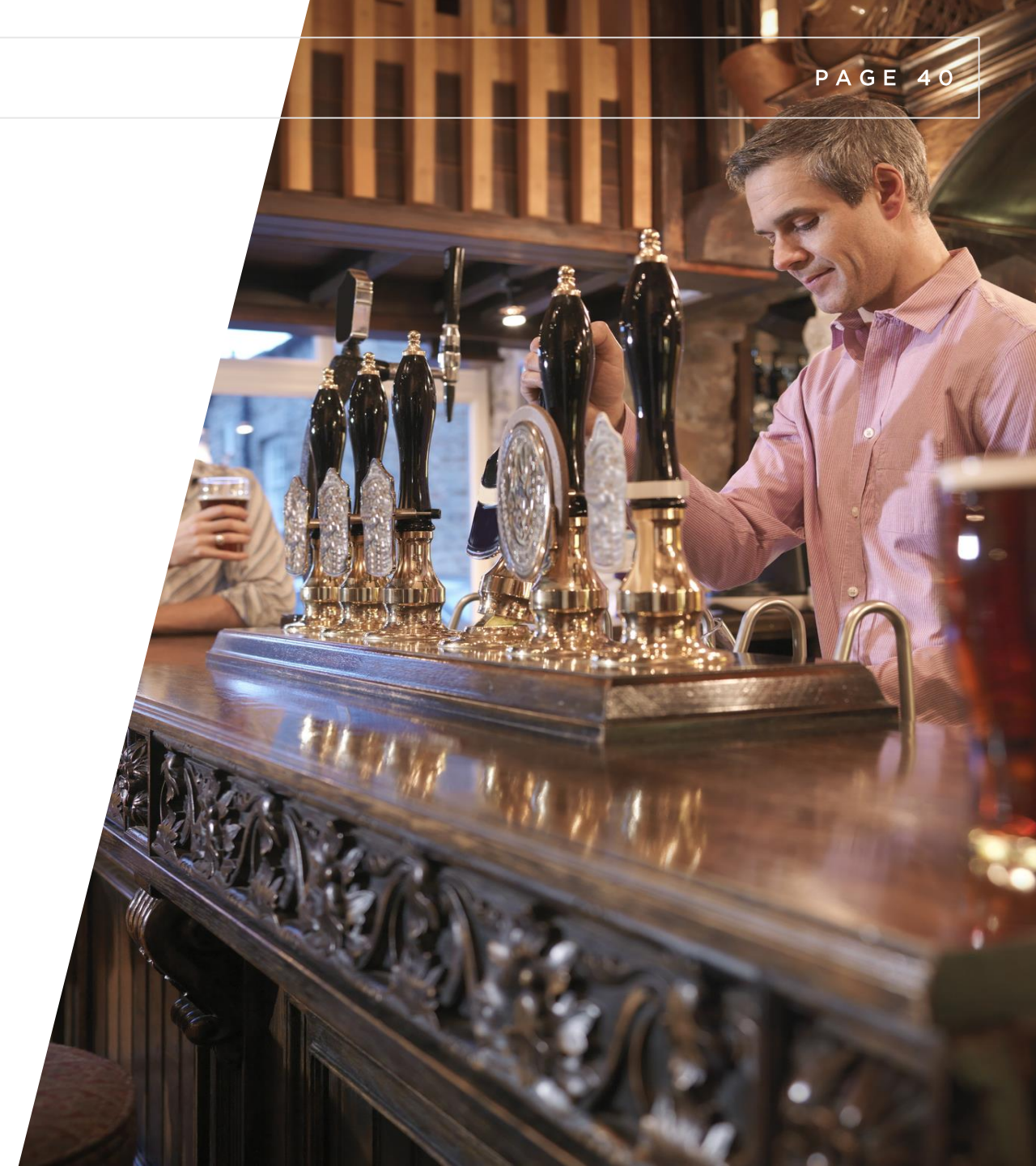
Tenancy & Leasehold 173

Waiting Staff 3



*Morning Advertiser Jobs* is a dedicated jobsite for those working within the licensed trade. Around 32,000 professionals choose to visit the website every single month, all looking for their next position. We work with everyone from industry leading multinationals, to smaller organisations and recruitment agencies with one universal goal in mind – to help great companies find even greater people.

Have a chat with a member of our recruitment team to discuss the many advertising and branding opportunities available to you through *Morning Advertiser Jobs*.

[REQUEST MORE INFORMATION](#)[VISIT WEBSITE](#)



# PROPERTY



## The end of the ACV?

A major new pub planning law came into effect in May. What does this mean for the controversial right for communities to list their pubs as assets of community value?

LIAM COLEMAN REPORTS

**T**he asset of community value (ACV) scheme, introduced in 2011, has always had its detractors.

The idea of giving communities the right to list and protect sites that “further the social wellbeing and interests of the local community” sounded good in principle, but has drawn repeated criticism.

Pubs listed as ACV do benefit their communities because the legislation gives local people a much greater say in the future direction of the pub.

However, the benefits for the owners of an ACV-listed pub are limited says Simon Hall, director and head of agency at the Leeds office of pub property agents Fleurets. On top of this, site owners often have no say in the listing of their pub.

But things may be about to change. The Neighbourhood Planning Act, which became law on 23 May 2017, removed a key feature of ACV legislation – permitted development rights (PDR). PDRs had allowed some devel-

# MA Property

The Morning Advertiser has a dedicated section in print and online, including editorial features looking at current trends and regional focuses. We work with national and regional agents who utilise the Morning Advertiser to both attract buyers for their pubs, as well as to attract new instructions from licensees looking to sell.

The Property Site allows Agents and Pub Companies to advertise all their pubs for sale, lease and tenancy and manage them in real time, as well as branding opportunities and our high profile Property of the Week position.



### Hundreds of properties

From Aberdeen to Penzance, we've got the UK covered



### Multiple tenures

Tenancy, Leasehold and Freehold available



### From Punch to Davey Co

We work with a plethora of Property Agents & PubCo's



REQUEST MORE INFORMATION



VISIT WEBSITE



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