

SPRING 2016



Asian RESTAURATEUR

A NEW PUBLICATION FOR THE UK'S ASIAN CATERING INDUSTRY

Asian Restaurateur will be delivered via print, digital & online mediums to bring together the needs of Asian caterers - Chinese, Indian, Malaysian, Bangladeshi, Nepalese, Pakistani and more...

Asian Restaurateur will offer up-to-date features including essential information on products, services, and industry news; highlighting what's new out there to benefit caterers.

Why work with the Asian Restaurateur?

Asian Restaurateur will provide enormous depth of readership and offer the opportunity of targeting audiences on many different levels: through display advertisements, integrated creative solutions, inserts, sampling, advertorial promotions and guides or sponsorship of key editorial sites. Whichever mechanism you choose, mail readers have a high propensity to respond to the right message.

WWW.ASIANRESTAURATEUR.COM



Advertising packages start from **£250**

Asian RESTAURATEUR

COMMERCIAL BENEFIT OF THE ASIAN RESTAURATEUR

Audience

Asian Restaurateur magazine promises to become the essential business tool to all Asian Caterers!

Our database has been researched and collated from scratch, giving a guarantee that your message is going to be seen by the target audience your product or service is aimed at.

Reliability

Our editorial policy promises to deliver relevant, quality and timely content. The team works hard to bring together information the market needs to know and can act upon.

Frequency

For 2016: two issues at the times that best suit our market audience Spring and Autumn ready for Summer and Winter.



Initial issue one print run of **20,000**

Issue two print run **25,000**

Forecasted readership of **120,000**

Distribution will be digital, direct mailing and collection at key distribution points at POS

**COMPANIES THAT WE HAVE
ALREADY WORKED WITH..**



For further information please call our dedicated Advertising team on **0800 3345007**

EMAIL THE TEAM ON
CONTACT@ASIANRESTAURATEUR.COM

Asian RESTAURATEUR

DISTRIBUTION INFORMATION

PRINT DISTRIBUTION

35%

Distributed at trade events

65%

Royal Mail delivery direct to restaurants and takeaways throughout the UK

DIGITAL DISTRIBUTION

Complimentary worldwide



READER PROFILE (BY DISTRIBUTION)



85%



15%

- 21-55 years old
- Self-employed
- Entrepreneurs
- Higher than average income earners

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TESTIMONIALS

“ You have done a great job with the Asian Restaurateur! Having refreshingly different features, I'm sure it will soon establish itself as an excellent guide for Asian Restaurant owners & managers.

PAUL DEEP

Commercial Director, East End Foods Plc. ”

“ Congratulations of the very successful launch of Asian Restaurateur Magazine. The magazine is well written, relevant and has great content for restaurateurs. Packed full of great insights, it's a 'must read' for anyone in the restaurant industry.

AJMAL MUSHTAQ

Restaurant Expert & Business writer ”

“ We think Asian Restaurateur is the best we have ever seen in the field of Asian catering; we wish you every success!

SIAM 2 THAI RESTAURANT

Hastings ”

“ The first publication of the Asian Restaurateur is really good and informative.

MEGHNA TANDORI

London ”

