HOTELYMPIA

EXCEL LONDON

28TH APRIL – 1ST MAY 2014

Reach half a million readers

Hotelympia 2014 The Ezine

dewberry redpoint

The UK's biggest hospitality and foodservice exhibition has moved to new dates over the April and May cusp in 2014 and Dewberry Redpoint and Fresh Montgomery have teamed up to produce an amazing marketing tool for the event and its exhibitors.

The Hotelympia ezine will introduce the ezine technology to the entire industry for the first time following incredibly successful trials across multiple industry sectors. The technology is truly an online magazine rather than a magazine that has been converted into an online format. An example can be found in the form of Care Caterer at - http://viewer.zmags.com/publication/d0aba97d#/d0aba97d/1

What makes this ezine totally unique is its sheer scale and reach:

- Approximately 500,000 copies will be circulated to every email address owned by Dewberry Redpoint and Fresh Montgomery

- Both organisations will use their social media sites to promote it

- Both organisations will link to it from their websites

- Dewberry Redpoint will promote it across its entire magazine range in January reaching nearly 90,000 readers

- March issue to be mailed to all event pre-registered visitors

Never has a media product in our industry had such a vast circulation, penetrating all corners of the foodservice and hospitality industry.

The ezine will carry varied content promoting events at the exhibition and the exhibition itself. Features covered include:

• The Live Theatre Programme

• Cost Sector Catering Live with PS100

• Drinks Live

• Hospa Hub

• Design Lounge

• The Skillery

• La Parade de Chefs

• "The Stage"

• Hotelympia 10k

It will also include an exhibitor listing that will be web linked, with many pages to look at new product launches and exhibitor activities along with promotions that they will be pushing during the event.

The ezine will be produced to go out in December 2013 with a re-email in January 2014. An updated version with more new product and event information will be published in March 2014 as the final push up to the event occurs.

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Potential Package Options

There are a number of ways to take advantage of the amazing reach of this product:

Full Package - £6,000
- A full advert page in both the December and the March issues –
  (this can include video if desired and will be linked and interactive)

- Up to 3 product or promotion slots for show announcements

- A page in the show issues of Cost Sector Catering, Eat Out and Lunch Business magazines

- Enhanced logo listing in the exhibitor list in both issues

Ezine only Package – £4,000
- A full advert page in both the December and the March issues –
  (this can include video if desired and will be linked and interactive)

- Up to 3 product or promotion slots for show announcements

- Enhanced logo listing in the exhibitor list in both issues

Enhanced logo package - £1,000
- 1 product or promotion slots for show announcements
- Enhanced logo listing in the exhibitor list in both issues

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