



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 225th 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



Online Events



WE REACH
MORE THAN
175,000
PUB PEOPLE
EVERY MONTH

Social Media

36.5k combined followers



Recruitment site

32.1k monthly users



F2F Events

3k+ annual attendees



TOP 50 GASTROPUBS

thePublicanAwards in association with sky

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



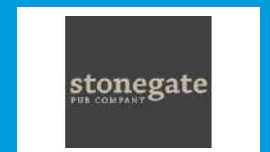
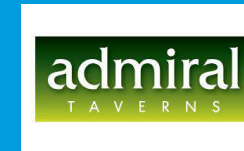
28%

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
JANUARY						
14 <i>Sustainability Issue</i>	■ 1 Reduce waste ■ 2 Green promotions	■ Foraging	■ Sustainable drinks	■ Hot Beverages	■ Auctions	
28 <i>Beer and Brewing Issue; Readers Choice</i>	■ Bar skills	■ Beyond pie (beer in food)	■ Brew your own, beers that changed the world	■ Cellar Services	■ F&F	
FEBRUARY						
11 <i>225 year anniversary of MA</i>	■ Pubs in 1794	■ Pub food through the years ■ Top 50 Awards	■ The evolution of pub drinks		■ Redevelopment	
25	■ Social media masterclass	■ Chips	■ Mixers ■ Whisky	■ Finance	■ Security/CCTV	■ Property supplement
MARCH						
11 <i>Brexit Issue</i>	■ Legislation/policy	■ Where will our food come from?	■ Drinks companies we rely on (what happens post-Brexit) ■ Cask Ale	■ EPoS	■ Multiple sites	
25	■ Publican Awards	■ Fermenting and pickling	■ Cider Report	■ Outdoor Furniture	■ Extending accommodation	
APRIL						
8 <i>GBPA Guest Editor</i>	■ Leading a great team	■ Food that makes a pub great	■ Drinks that make a pub great	■ Workwear	■ Regional operators	
22	■ Boutique beautiful (building an accommodation offer)	■ Fish	■ Wine ■ Fruit Cider	■ Outdoor	■ Maximising space	
MAY						
7 <i>Inclusivity Issue</i>	■ 1 Unconscious bias (recruiting) ■ 2. Next gen customers	■ Sensitivity around 'foreign' food	■ A drinks list for all people (low/no, etc...)	■ Professional services	■ Valuations	■ Ultimate Cocktail Guide
20	■ Garden Feature	■ Around the world in XX BBQs	■ Soft drinks	■ Outdoor	■ Listed buildings	
JUNE						
10	■ Apprenticeships	■ Food service heroes	■ Gin & Top 50 Cocktail Bars	■ Tableware	■ Move from tied to free of tie	
24	■ Family Innovations	■ Free-from	■ 1. Cider Heroes ■ 2. Perfect serve	■ Entertainment	■ Planning system & licensing	

Issue	Running Your Pub	Food	Drinks	Products & Service	Property	Supplement
JULY						
8	■ Events - street parties	■ Street food trends	■ Rum	■ Hygiene	■ Agent of Change	
22 <i>Season Preview Issue</i>	■ Mobile tech	■ Making your kitchen a national business	■ Lager	■ Warewashers	■ pop ups	
AUGUST						
5	■ Customer service masterclass	■ Food safety	■ Pre-batch cocktails	■ Marketing/ POS	■ Changing lease market	
19 <i>Luxury Issue</i>	■ Interior design	■ Burger and chips	■ Premium drinks		■ Value of refurbishment	
SEPTEMBER						
9	■ Career Planning	■ Meat	■ Soft drinks	■ Training & Compliance		
23	■ Christmas preparations	■ Christmas Prep	■ Christmas Drinks	■ The Restaurant Show/ BAPs		
OCTOBER						
7 <i>Pub Co Issue - Publican Business Leader Guest Editor</i>	■ Finance - business growth advice	■ Bagged snacks	■ Preside cider	■ EPoS		
21 <i>Beer Issue</i>	■ Utilities	■ Beer and food pairing	■ Beer Report	■ Cellar Services		
NOVEMBER						
11	■ Technology - future trends	■ Free-from	■ Party drinks	■ Professional services		
25 <i>MA Drinks List</i>	■ Entertainment	■ Staff dinners	■ The Drinks List	■ Back Bar		
DECEMBER						
9 <i>Beer Orders (30 yrs)</i>	■ How the beer orders still affect pubs today	■ Look back on trends	■ Look back on drinks trends ■ Cask Heroes			
31 <i>New Year Issue</i>	■ Business predictions for 2020	■ Food predictions	■ Drink predictions	■ Wallplanner		

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








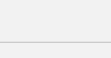


Medium Rectangle



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

Website and Newsletter

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

Website, Newsletter and Editor's Spotlight email

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

Website and Newsletter

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

Website and Newsletter

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

Website and Editor's Spotlight email

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

Website and Newsletter

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

NEW

Product of the week

Want to boost traffic to your lead generation page? Be one of the first to take advantage of this new and exclusive position.

Situated in our website's sidebar, the '*Product of the week*' box sits prominently towards the top of the page, 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

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 *

United Kingdom

Country *

DOWNLOAD NOW!

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

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 each email.

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 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.

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.

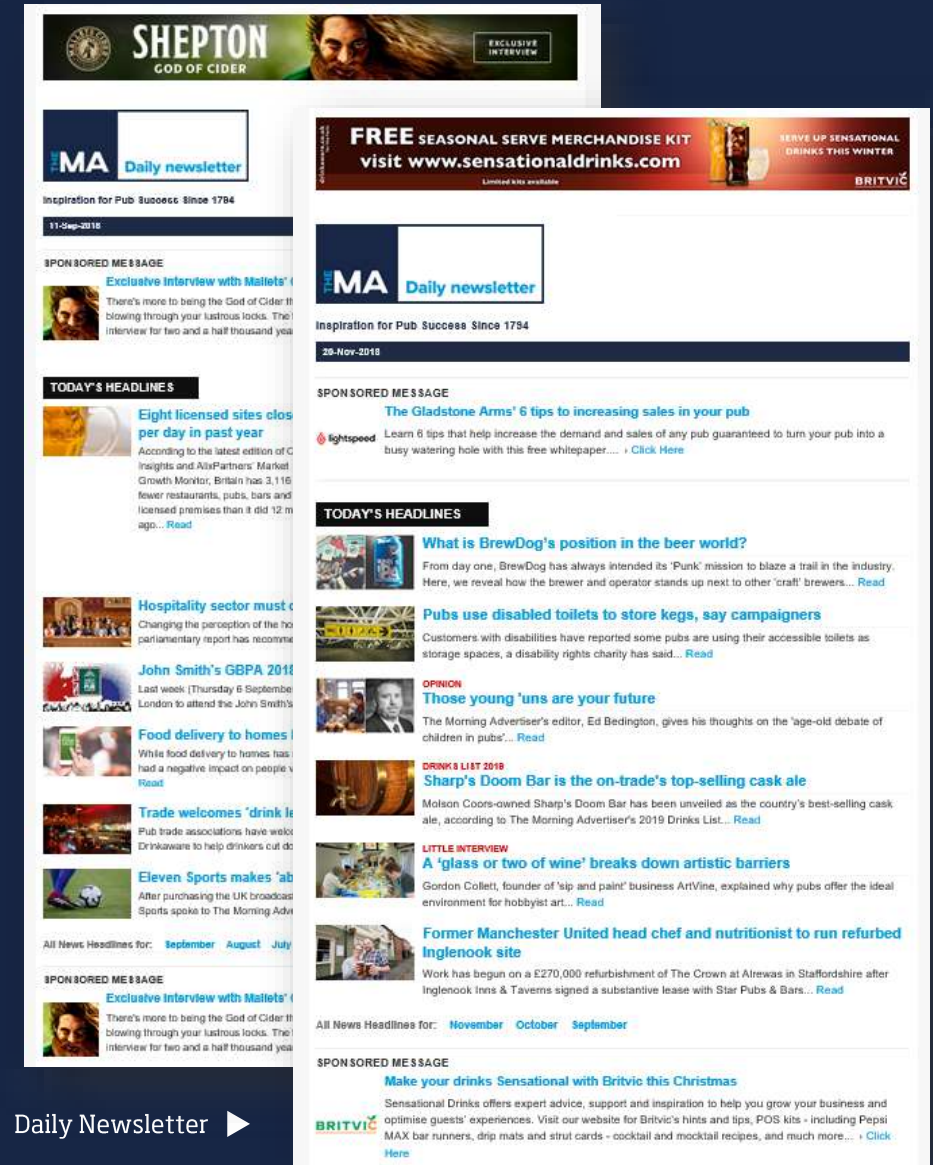


33.61% Our Average Newsletter Click to Open Rate
21.17%* Publishing Industry Average Click to Open Rate

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

Editor's Spotlight

Introducing Editor's Spotlight - a brand new addition to our newsletter offering. Become an exclusive sponsor of the newsletter and take advantage of the opportunity to promote your brand message in this new, innovative format.

SPONSORSHIP INCLUDES:

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

[SEE BROCHURE FOR MORE DETAILS](#) 

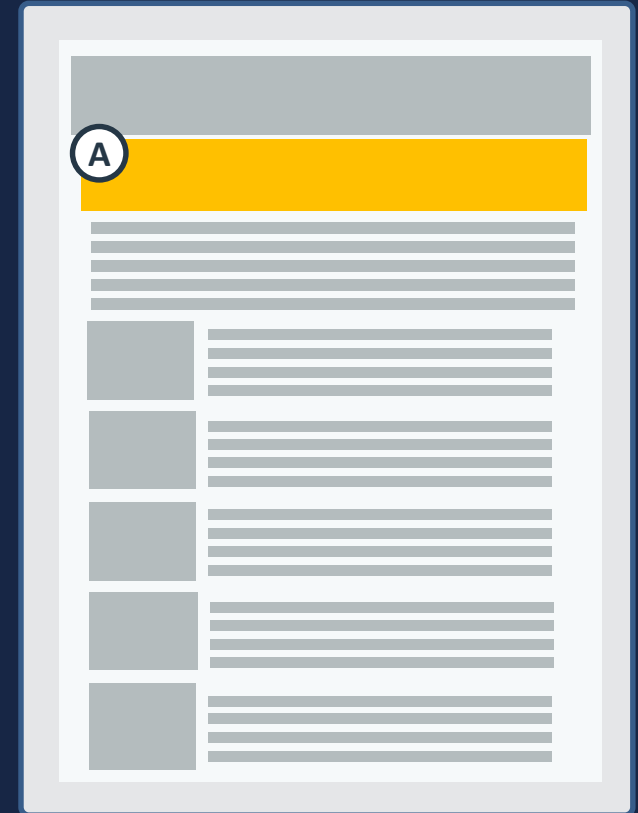
The MA Weekender

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

[SEE BROCHURE FOR MORE DETAILS](#) 

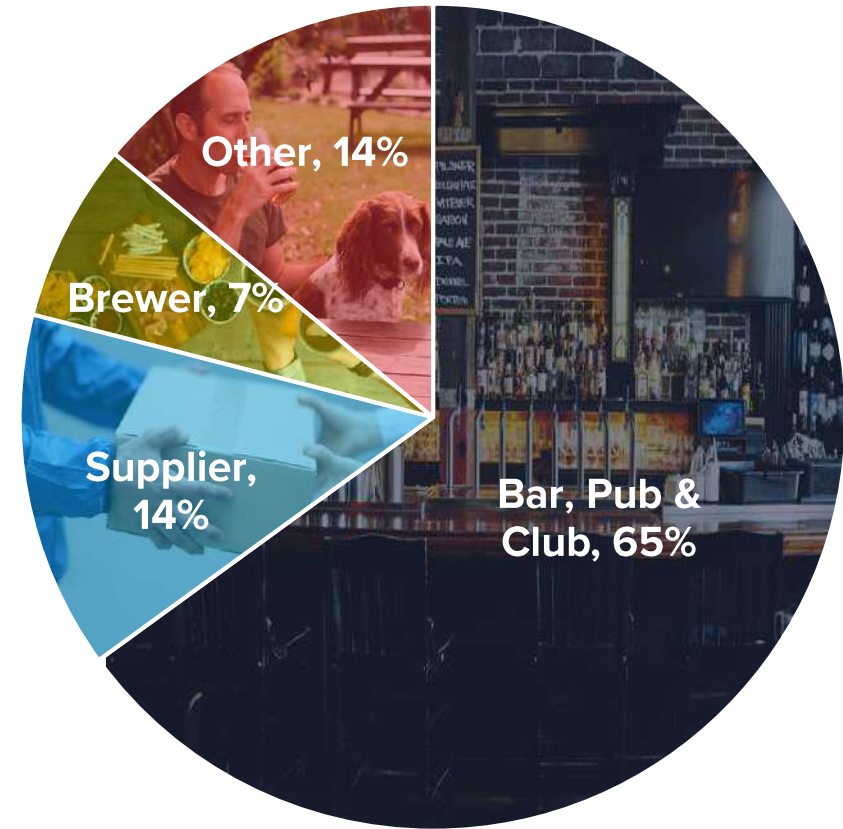


Department



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 Pub^{ic}an Awards

in association with



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.

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)[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](#)

The Pony Trap

Chew Magna, Bristol



Freemasons at Wiswell

Clitheroe, Lancashire



The Coach

Marlow, Buckinghamshire



The Beehive



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 Whisk

Bethnal Green, London

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](#)



BEER **SUMMIT** CIDER **SUMMIT** SPIRIT **SUMMIT**

The must-attend category drinks summits are one-day conferences designed to bring together experts from across the relevant sectors to spill their knowledge and attempt to predict the future of the categories. We will reveal what's been selling best over the past 12 months, what could be hot to stock in the future and how best to sell it.

Join us to find out where in the world we are likely to get our inspiration from in the future, market trends, how to create your own and which parts of the world are getting a taste for what products.

www.beersummit.co.uk

www.cidersummit.co.uk

www.spiritssummit.co.uk

[CONTACT US ABOUT SPONSORSHIP OPPORTUNITIES](#)


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](#)



PRINT OFFERING

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



Readers of *The Morning Advertiser* (MA) express the fears of many pub owners that pubs are falling behind in attracting younger customers. The survey for the report 2017, produced by MCA, shows that 18% of respondents cite attracting younger customers for only 3% of respondents. The survey also shows that customers are moving towards the middle-aged, business people, and retirees, while 25-40s and 40-60s are over-represented at the moment. Seven in 10 licensees feel they need to work harder to attract younger adults, with free Wi-Fi, modern drinks range and the ability of mobile phone charging seen as the most successful ways to attract this market. Respondents emphasise the importance of giving younger people a purpose to go out, including products (such as cocktails) 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 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 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.

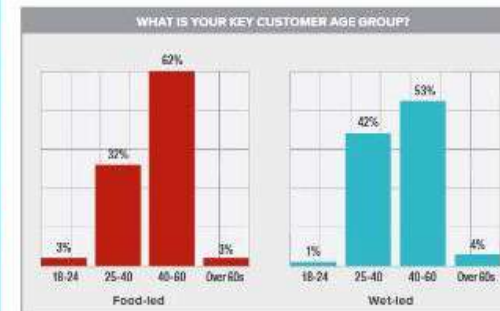
This year, 27% of respondents score

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

Seven in 10 feel they need to work harder to attract more young adults



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 50% wet/dry split. Source: *The Morning Advertiser* MCA's license 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 and more interesting.”

Leaseholder, wet-led

The Magazine

Where it all started back in 1794. With our 225th 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.

ING A EMENT

NICHOLAS ROBINSON REPORTS

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

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.

produce the motif to the plates.
When you are pairing drinks, it's not just complementing flavours between courses, there are several things to consider when working on a perfect match for cocktails and food.
Firstly, work with the biggest flavour and lead with the wettest element on the plate. That said, every element must work together, so avoid complementing intensely sweet desserts with sweet drinks, as they don't tend to work together. Instead, pull one characteristic from the dish and highlight that with a drink. For example, cut through a sweet fruity dessert with a sharp fruity cocktail or liqueur of the same fruit that's in the dessert.

Next, as the old adage goes, fail to plan and plan to fail, it is vital the kitchen, bar and front-of-house staff all work together and familiarise themselves with the various elements of the paired menu. If a customer asks for pickled quail eggs, it is important staff ask customers if they would like it with a Bloody Mary. Likewise, bar staff must know that dishes are being paired so they can plan and restock – running out of Tabasco sauce, for instance, could ruin the experience.

And size matters: overwhelming customers with a long drink during a short course will throw service out of balance. Keep it simple and think about offering short drinks (even a shooter) with a starter, a longer drink with the main course and a shorter drink again with dessert.

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

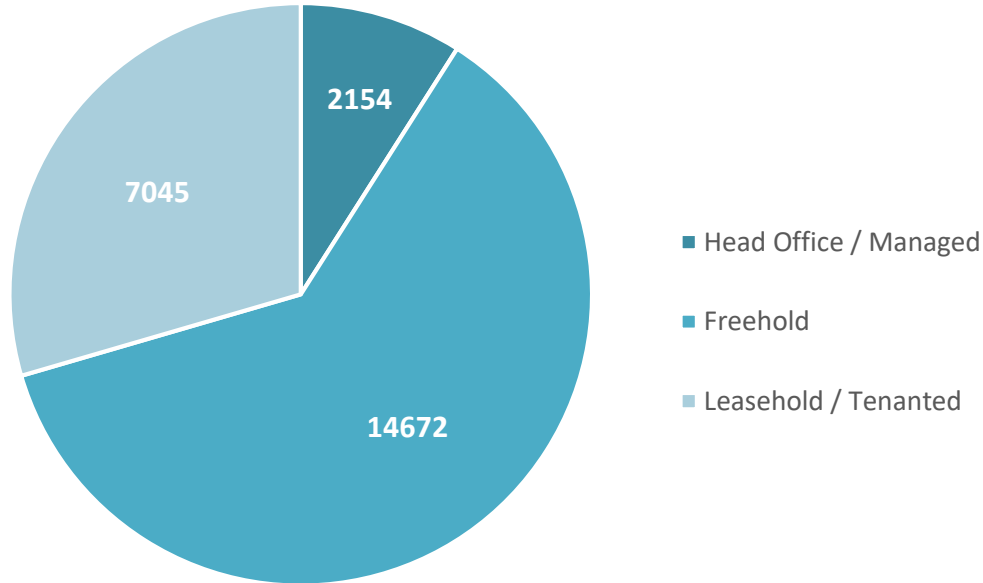
promoted will determine its success. It is crucial customers know about the delicious cocktails and food on offer. Mention cocktails on the food menu, next to the dish as the chef's recommendation. All staff need to know which cocktails complement which dishes, and are confident about how to recommend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

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

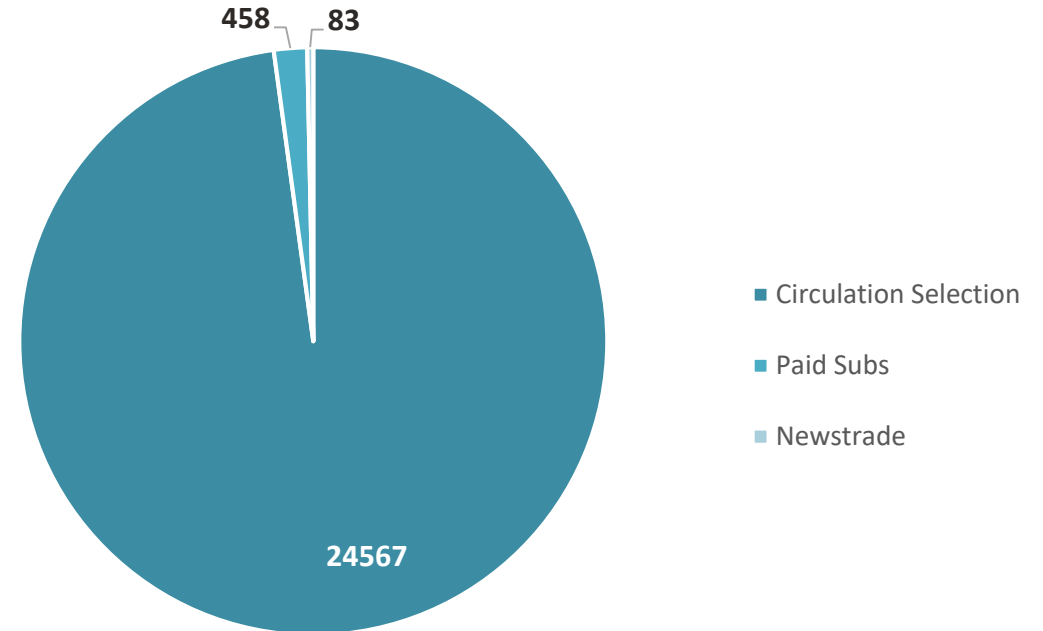
Print Circulation



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.



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Licensees are
for being inge
resourceful who
lunge arises. Bu
some issues such as business
uations or interpreting lic
that require expert advice.
Advertiser asks three exper
the most common proble
helped publicans deal with
six months and the optim
resolve them.

Avoid business rates esc

This scenario will be famili
licensees: your business rates
comes through and it's much
you expected. Your first thoi
prising is to challenge the d

But this intuitive respon
always be the best option,
Hayton, national head of th
empty rates team at professi
firm Altus Group.

The revaluation of rates
which came into effect from
onwards, coupled with incre
scrutiny and media coverage
rates, has led to publicans
more aware of their ability
their assessments.

Hayton says: "The view is
understandably is that pub
particularly hard hit by this
and the hikes in business ra
a consequence.

"The high-profile media
which tends to imply that bu
are too high and unfair to op
erally is encouraging many
cans to make a formal challen

But he says instigating a bu
appeal with the Valuation O
(VOA) before conducting
appraisal using financial
submitted early on in the pr
"lead to a worst case outcom

He warns that the VOA c
that the assessment is too lo
case they can and will adjus
tion accordingly, quite possi

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

POSITION	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

POSITION	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

THE MA Jobs

job alerts

search recruiters

careers advice

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

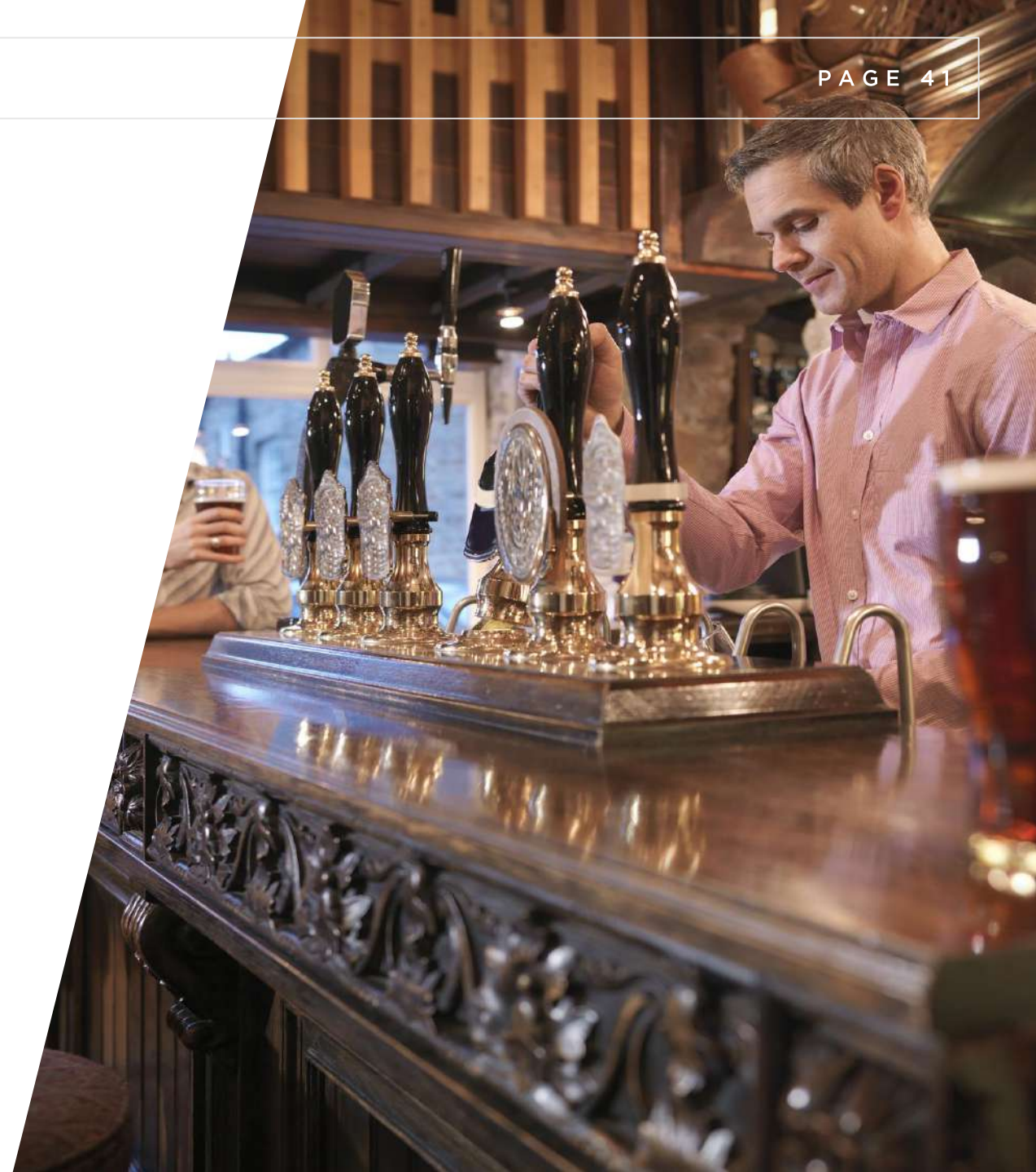
Waiting Staff 3



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*.


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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

The 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

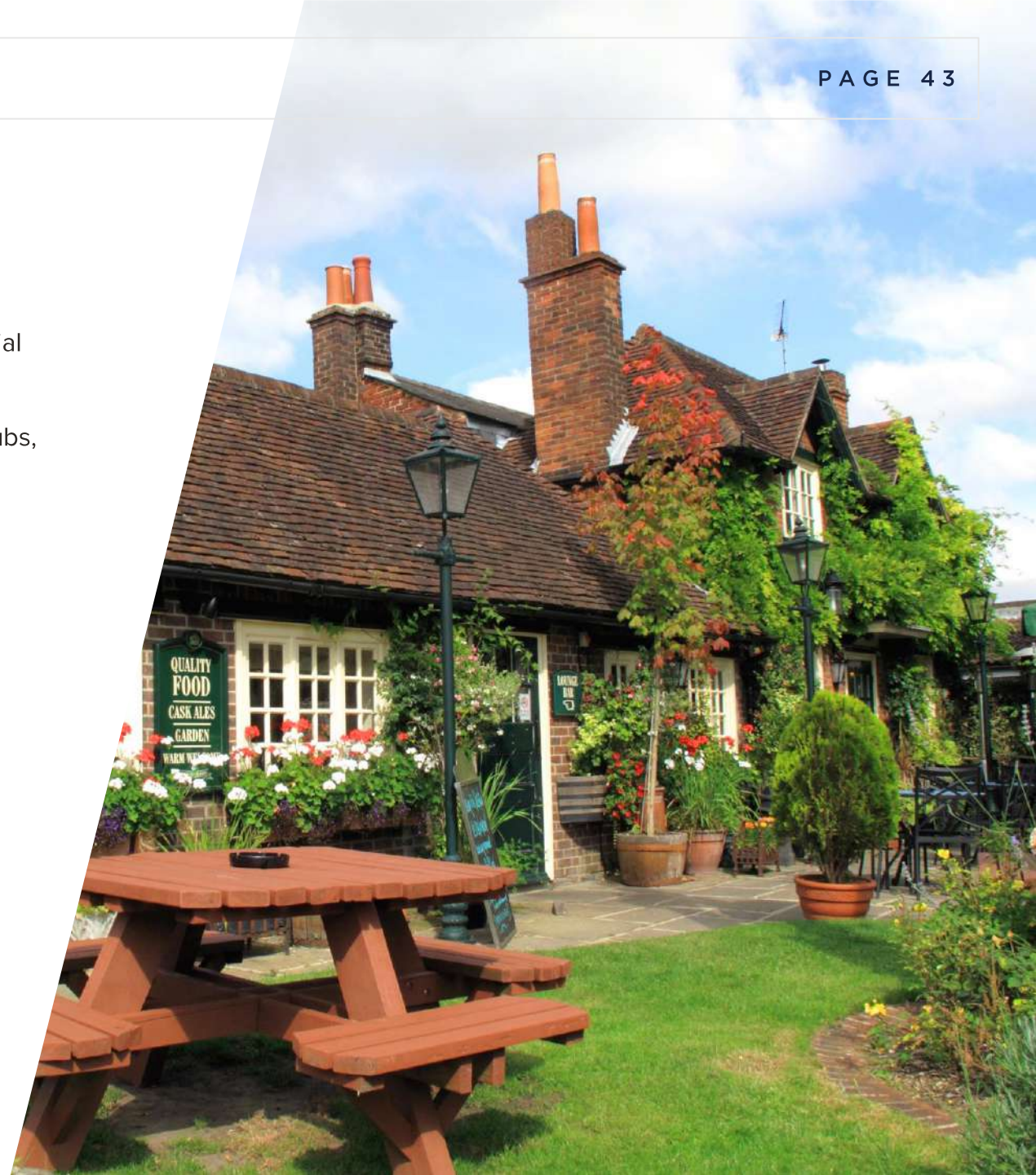
We work with a plethora of
Property Agents & PubCo's



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