

NATIONAL ASSOCIATION OF CARE CATERING

CaterCare 2010



NACC

National Association of Care Catering

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CaterCare 2010 is the members' annual publication for the National Association of Care Catering. Our publication is distributed to 600 members, visitors from related care events and initiatives throughout 2010. CaterCare is also sent out with all new member packs and used as a key marketing tool to help promote and drive new membership.



What does the 'care catering market' encompass?

The care catering market encompasses any catering that may take place in residential homes for children, for the elderly or for people with disabilities.

It may be meals served to groups in day care or other centres or it may involve delivering individual, fresh and frozen meals to people's homes.

UK Market Statistics

- 40,000,000 meals on wheels served every year
- 40,000 day centres and clinics
- 30,000 residential and nursing homes serving 597,000,000 meals every year!

According to forecasts from the Office of National Statistics, the UK has an ageing population, and the 65 plus age group in the UK is projected to grow by 40% over the next 20 years.

Any industry dependent on an ageing population is going to experience a huge boom if it is to meet the increasing demands.

This means that the care market will grow rapidly in size and supplies of food, beverage and equipment will increase dramatically.

For further information about the NACC please visit
www.thenacc.co.uk

How does the NACC's membership fit into this?

The National Association of Care Catering's membership represents a huge part of the care catering market with buying power of over £1 billion. Membership includes catering officers and community meals managers, purchasing and operations staff from local authorities across the UK with representatives from professional caring agencies and voluntary organisations.

These are buyers who are constantly sourcing new products and services to improve their meal provision – people who need to meet with you and your company! The media spotlight appears to be focused on older people's care homes and malnutrition. The NACC guidelines and standards are key in influencing these matters. The House of Commons, House of Lords, Food Standards Agency, BAPEN and all the key agencies now consult with the NACC on matters of feeding the elderly.

To advertise your products and services in CaterCare simply call Paul Davis or Pam Crodden on **01293 851869** or complete the form overleaf and fax back to **01293 852375**

The care market is in the spotlight, it's growing rapidly and as a catering supplier you can't afford to ignore it!

Why advertise in CaterCare?

Promote your company, products and brands by advertising and you will benefit from:

- Introduce and re-enforce your brands & services to this rapidly expanding market
- All year round advertising to more than 600 care catering decision makers responsible for more than a £1 billion catering spend
- Yearbook display advertisers receive an entry on the NACC website www.thenacc.co.uk
- No other publication can put your company in front of such a key group of current, named influential catering purchasers
- Become a preferred supplier to the care market

www.thenacc.co.uk



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01293 851869

or complete the form overleaf and fax back to

01293 852375

Promotional opportunities

DISPLAY ADVERTISING RATES INCLUDE BUYERS GUIDE ENTRY

Special Positions

- Inside Back Cover £1060
- Inside Front Cover £1060
- Back Cover £1060
- Half Page Advert £510
- Colour Page Advert £850
- Double Page Spread £1484

BUYERS GUIDE ENTRY

Logo, 50 words, contact details plus live link on the website £295

(All rates +VAT)



MECHANICAL SPECIFICATIONS

We require digital files in an Apple Mac format either by CD with Quark documents or CMYK high-res pdf.

Please ensure that Pictures and logos are CMYK 300 dpi

SIZES

A5 Full page size

Bleed: 216mm height x 154mm wide

Trim: 210mm height x 148mm wide

Type area: 190mm height x 128mm wide

A5 Half page size

Bleed: 111mm height x 154mm wide

Trim: 105 mm height x 148mm wide

Type area: 90mm height x 130mm wide

COPY DEADLINE

5th March 2010

Catercare 2010 Booking Form

<input type="checkbox"/>	Please book my display advertisement in CaterCare 2010	
	Size	Rate
<input type="checkbox"/>	Please book my buyers guide entry	Rate
Contact Name		
Job Title		
Company		
Address		
		Postcode
Telephone		
Email		

FAX BACK TO 01293 852375

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