

SCHOOL caterer

A LACA PUBLICATION



***MEDIA
INFORMATION***

LACA Local Authority Caterers Association
School Food - One Voice, One Vision

SCHOOL caterer

LACA are delighted to announce the launch of School Caterer. This LACA publication will be produced quarterly and is designed to inform and update members, stakeholders and other interested parties (opted out schools, contract caterers, School Food Trust, Government officials, etc) about LACA activities, events and key issues that are affecting the feeding of children in schools.

The first issue will be launched in April 2010 and will cover the following content:

- **Key News, analysis and legislation update**
- **Reflections from 2009 Conference**
- **School Meals Grant - the fight ahead**
- **2010 Conference:**
 - **Introduction to key topics**
 - **Finishing touches**
 - **Awards information**
 - **Innovation zone**
- **Review of PKL School Kitchen Forum**
- **School Chef of the Year Regional final update's**
- **Training Pilots - activity within LACA to support the market place**
- **New products - recently released products aimed at the school meal market**
- **Diary dates**

Format

- Frequency:** Quarterly
Size: A4
Pagination: 68 pages
Paper: 130 gsm text paper and 180 gsm cover
Ed:Ad ratio: 65:35 (approx)

Circulation

There is still a very unclear picture of school meals provision, and therefore catering teams, across the UK particularly when you exclude schools that still have no on-site catering facilities. A new list will be constructed with the help of LACA members to get accurate figures by providing opted in schools across the country that can be deduped against a list of all schools. The remainder will be contacted to establish exactly what they provide from a catering perspective. The estimated figures are outlined below.



| Who | How Many |
|-----------------------------|--------------|
| LACA members | 1,156 |
| School Food Trust Staff | 35 |
| Key Government Officials | 75 |
| Key Contract Catering Staff | 127 |
| School Catering Managers | 2,641 |
| Approximate Total | 4,034 |

Advertising and Sponsorship

Advertising opportunities are limited and on offer to Business partners first. Packages and single ads are available:

| Package/Execution | Who | Price |
|--|--------------------|---------------|
| Page in 4 issues and DPS supplier profile | LACA Partners Only | £3,700 |
| Half page in 4 issues and DPS Supplier profile | LACA Partners Only | £2,500 |
| Full Page | LACA Partner | £800 |
| | Associate Member | £950 |
| | Other | £1200 |
| Half Page | LACA Partner | £400 |
| | Associate Member | £525 |
| | Other | £660 |
| Quarter Page | LACA Partner | £200 |
| | Associate Member | £289 |
| | Other | £363 |

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