Stirtup

SUPPLIERS 2027



BOOK EARLY
SPACE IS LIMITED!

ADVERTISING AND MEDIA PACK

PUT YOUR BRAND IN FRONT OF AN ENGAGED COMMUNITY OF CHEFS, CATERERS, OWNERS AND MANAGERS ACROSS THE UK, IRELAND AND EUROPE.

Quick links to pages

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LET'S PUT YOUR 2027 plans into action

AROUND

50,000

INDUSTRY PROFESSIONALS SEE EACH ISSUE OF THE MAGAZINE AND PROMOTIONS

57%

SHARE THEIR COPY

54%

SAY STIR IT UP INFLUENCES THEIR MENU

89%

OF READERS ARE KEY DECISION-MAKERS

Figues taken from the 2026 Stir it up readers survey

Now in its 18th year, Stir it up is more than a magazine. It's a trusted source of recipes, menu inspiration, new products and industry insight for foodservice professionals, giving suppliers a direct route into the kitchens and businesses making purchasing decisions every day.

With our printed magazine, growing digital channels and monthly Promotions brochure, there are multiple ways to connect with the Stir it up audience.

And importantly, Stir it up doesn't simply arrive in the post. Printed copies are hand-delivered directly to caterers and decision-makers by their Country Range Group wholesaler, putting your brand directly into the hands of the people you want to reach.

The best Stir it up activity starts with a conversation. Whether you're planning a product launch, seasonal campaign, sector push or wider brand activity, involve us early and we can help you identify the right opportunities.

From magazine advertising and Promotions to editorial, advertorial, digital and social, we can help bring your activity together, maximise your budget and make more of the content and campaigns you already have.

Tell us what you want to achieve for 2027 and lets make it happen!

SHARE YOUR PLANS

TELL US YOUR OBJECTIVES, PRIORITY AUDIENCES AND KEY CAMPAIGNS.

EXPLORE THE POSSIBILITIES

DISCOVER WHERE STIR IT UP CAN ADD VALUE TO YOUR PLANS.

CHOOSE THE RIGHT OPPORTUNITIES

FOCUS YOUR BUDGET AND CONTENT WHERE THEY CAN WORK HARDEST.

MAXIMISE YOUR IMPACT

CREATE A STRONGER, MORE JOINED-UP PRESENCE ACROSS STIR IT UP.

WE CREATE CONTENT CATERERS WANT TO USE.

Our annual Readers' Survey helps shape Stir it up around what operators want most: practical ideas, inspiration and solutions they can put to work.

Recipes, menu inspiration, new products, trends and cost-saving ideas continue to drive engagement. With rising food, staffing and energy costs, readers want ways to save time, reduce waste, simplify menus and improve profitability.

For suppliers, it's an opportunity to show what your products can do, from improving yield and reducing cost per serving to supporting nutrition, allergens and specialist diets.

Stir it up puts your products and expertise into the context caterers want, turning them into practical inspiration and solutions.

ONE CATERING COMMUNITY. THREE DISTINCT SECTOR OPPORTUNITIES.

Every issue reaches operators across hospitality, education and health & welfare sectors, supported by dedicated content designed around their different priorities and challenges. Reach the audiences that matter most to your brand with Stir it up, connecting your message to the challenges, opportunities and inspiration most relevant to them.

WHO DO YOU WANT TO INFLUENCE IN 2027?

Talk to us early about your priority audience, products and campaigns and we'll help you identify the opportunities that can make your advertising budget work harder.

HOSPITALITY

INNOVATION. PROFITABILITY. EFFICIENCY.

Menu trends, seasonal inspiration, new products and practical ideas to control costs, save labour and drive menu development.

EDUCATION

INSPIRATION. NUTRITION. COMPLIANCE.

School meal inspiration, healthy eating, allergens, theme days and practical ideas for seasonal and cultural menus.

HEALTH & WELFARE

NUTRITION. WELLBEING. SPECIALIST NEEDS.

Recipes, products and practical guidance around nutrition, dysphagia, specialist diets, allergens and resident wellbeing.







WHAT DO YOU WANT TO ACHIEVE in 2027?

Tell us what you want to achieve, who you want to influence and when you want to reach them and we'll help you explore the opportunities that best fit your objectives, audience and budget across multiple Stir it up channels.





BUILD AWARENESS

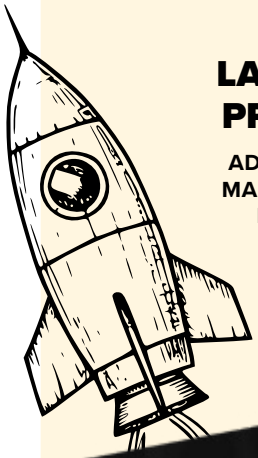
PRINT + DIGITAL VISIBILITY

TELL YOUR STORY

ADVERTORIAL + BRAND CONTENT

SHOW VERSATILITY

RECIPES + BRAND PAGES + CONTENT OPPORTUNITIES



LAUNCH A PRODUCT

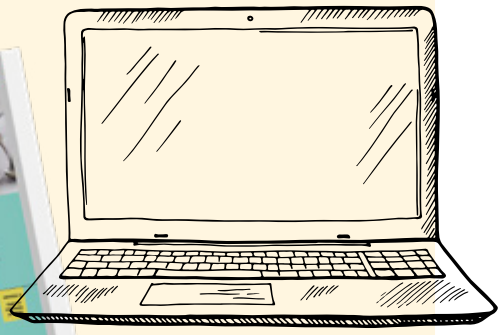
ADVERTISING + MARKETPLACE + EDITORIAL

REACH YOUR SECTOR

SECTOR-FOCUSED ADVERTORIAL + EDITORIAL + DIGITAL

MAKE A BIG IMPACT

TAKEOVERS + CREATIVE PRINT OPPORTUNITIES











Tell us what you want to achieve and we'll help you explore the opportunities available, email **editor@stiritupmagazine.co.uk**

UNLIMITED EDITORIAL OPPORTUNITIES

GET INVOLVED THROUGHOUT THE YEAR

Stir it up offers suppliers free editorial opportunities throughout the year to share expertise, inspiration, recipes, news and product ideas that add genuine value for our readers.

Our features are planned around the topics, trends and challenges that matter to caterers, giving you opportunities to contribute relevant knowledge and put your brand, products and expertise into context. Share your plans with us early and we can help you identify the upcoming features and themes where your stories could be a natural fit.

GOT SOMETHING TO SHARE? TALK TO US.

Tell us about your launches, campaigns, recipes, research and expertise and we'll help you look out for the editorial opportunities where they could add most value.



CATEGORY FOCUS

Share your expertise and help us bring an industry topic to life with relevant statistics, expert commentary, product knowledge, practical tips and insight.
Approx. 200 words and imagery.

MELTING POT

Bring inspiration to the menu and share practical ideas, menu ideas, trend insight or a standout recipe linked to the issue theme.
Approx. 100 words and contributors name, job title and head-shot.





COOKS' CALENDAR

Make more of the moments that matter and bring key food and drink dates, seasonal occasions and celebrations to life with relevant recipes, product applications and menu inspiration.
Approx. 80 words, a recipe and imagery.

MARKETPLACE

Put your latest news on the radar. Tell us about new product launches, range developments, company news, sustainability initiatives, research and other relevant industry developments.
Approx. 250 words or send us a press release and imagery.



Three steps to a stronger submission*

*All submissions are subject to editorial review and may be edited for length, style and relevance.

1 SEND YOUR COPY

Clear Word document and contributor details where required.

2 ADD GREAT IMAGERY

300dpi • CMYK • Print-ready JPG or TIFF

3 EXTEND THE REACH

Imagery may also support your feature online and across social.

FOCUS EDITORIAL TOPICS for 2027

Remember, you can submit unlimited content for both Marketplace and Cooks' Calendar. Share your latest news, launches, seasonal ideas, recipes and product applications throughout the year.



JAN/FEB

CATEGORY FOCUS

PROTEIN-FORWARD MENUS AND THE GLP-1 EFFECT

Practical ways to adapt menus to cater for diners looking for smaller nutrient-dense plates.

MELTING POT

FRUIT FOR ALL

Fruit's versatility shines across dishes and drinks, with trends favouring citrus, poached and preserved fruit.



MARCH

CATEGORY FOCUS

SWEET BAKES AND DESSERT TRENDS

Viral bakes, patisserie hybrids and all-day desserts drive footfall through reinvented buns, cakes and puddings.

MELTING POT

SEOUL FOOD: KOREAN COOKING

Chefs explore authentic gochujang, kimchi, bulgogi and Korean fried chicken at UK-friendly prices and scales.

APRIL

CATEGORY FOCUS

SANDWICHES

Old-school sandwiches modernised with better bread, technique and global flavours, ahead of British Sandwich Week.

MELTING POT

THE WORLD IN A DUMPLING

Gyoza, momos, pierogi and dim sum inspire street-food menus, from fillings to folding and service.

MAY

CATEGORY FOCUS

PLANT-BASED STREET FOOD

Operators can build plant-based credentials through flavour-led, globally inspired street food as festival season begins.

MELTING POT

MEZZE, THE MIDDLE EAST AND TURKISH SHARING POINTS

The latest menu inspiration in the fast-growing sharing menus from Turkish to Levantine.



JUNE

CATEGORY FOCUS

CHECKING IN

Staycation menus spanning welcome trays, room service, lounges and packed lunches can earn five-star reviews.

MELTING POT

CARIBBEAN CUISINE

Reader-requested Caribbean cooking explores island diversity, British roots and chefs moving beyond jerk clichés.

JULY/AUG

CATEGORY FOCUS

WELLNESS ON THE MENU

Gut-friendly ferments, high-protein dishes, fortified, lower-sugar and adaptogen options, plus zero-proof drinks, are reshaping catering.

MELTING POT

SUSTAINABILITY: ROOT TO STEM, NOSE TO TAIL

Chefs share whole-ingredient skills, from cauliflower leaves to beef shin, cutting waste and lifting profit.



SEPTEMBER

CATEGORY FOCUS

PARTY FOOD AND FESTIVE BUFFETS

Festive canapés and buffets need batch efficiency, allergen safety and theatre at controlled cost-per-head.

MELTING POT

THE MUSHROOM MOMENT

Exotic, umami-rich mushrooms become autumn's meat-free centrepiece, delivering theatre without ultra-processed shortcuts.

OCTOBER

CATEGORY FOCUS

BREAKFAST BEYOND THE FRY-UP

Breakfast combines protein-rich GLP-1-friendly options, bagels, Korean salt bread, matcha, hojicha and indulgent pastries.

MELTING POT

INTERNATIONAL FESTIVE DESSERTS

Chefs refresh festive desserts with global traditions, including panettone, stollen, turrón and tres leches.

NOV/DEC

CATEGORY FOCUS

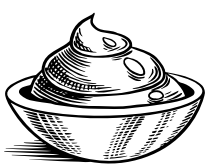
SMART KITCHEN EQUIPMENT

AI combi ovens, air-fryer technology, accelerated cooking and smart warewashing support Christmas and January planning.

MELTING POT

SOME LIKE IT HOT

Chefs calibrate sweet heat, fruit sauces, yuzu and peppers for audiences across all sectors.



Advertorial

DON'T JUST ADVERTISE. JOIN THE CONVERSATION.

Sometimes your story needs more than an advert. Advertorial gives you the space to explain, educate and inspire, by connecting your product, brand or expertise to the ideas, challenges and opportunities that matter most to foodservice operators.

The most effective advertorial starts with the caterer, not the product. Rather than simply telling readers what you sell, show them what it can do: solve a problem, inspire a menu, save time, control costs or deliver a valuable commercial or nutritional benefit.

You supply the content, but you're not on your own. Our Stir it up team will work with you to help shape the strongest angle, ensuring your advertorial is relevant, useful and engaging for our readers while delivering the story your brand wants to tell.

GOT A STORY THAT DESERVES MORE SPACE?

Talk to us about your product, audience and objective and we'll help you find an advertorial angle that delivers value for your brand and our readers.

1 THINK ABOUT THE CATERER

What could you help them with?
What issues are they facing?
What problem does your product solve?

2 GIVE THEM SOMETHING USEFUL

Share an idea, tip or fresh inspiration.

3 SHOW HOW IT WORKS

Put your product into a real-world context.

4 EXPLAIN WHY IT HELPS

Does your product save time, save money, bridge the skills gap or add versatility to menus?

5 KEEP THE CONVERSATION GOING

Give readers an easy way to find out more or claim a free sample?

Investment

Size	Cost
Full page	£3,500
Double page spread	£5,750

MAKE IT SECTOR SPECIFIC

Dedicated hospitality, education and health & welfare content creates opportunities to make your advertorial particularly relevant to the caterers you want to influence. Here are just some suggestions for how you could shape your story:

HOSPITALITY

Five ways to make one ingredient work harder across your menu.

Doing more with less: practical ways to manage rising costs and staffing pressures.

EDUCATION

Fresh ideas for compliant, appealing school menus.

Balancing budgets and legislation: making compliant school menus work harder.

HEALTH & WELFARE

Adding flavour and variety while meeting changing dietary needs.

Supporting stretched care teams: practical menu solutions that balance cost, nutrition and compliance.

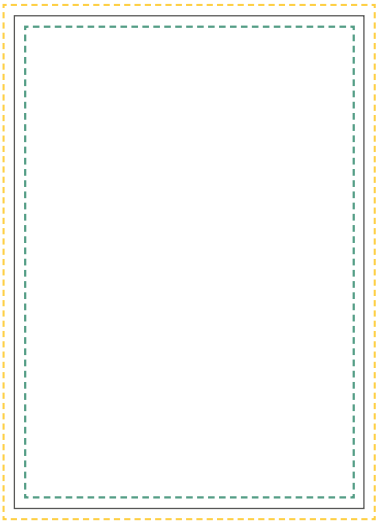


PRINT ADVERTISING RATES & SPECIFICATIONS

Print advertising in Stir it up increased by 20% year on year. With more suppliers choosing Stir it up to support their campaigns, our most sought-after issues and positions can fill quickly. If print is part of your 2027 plan, talk to us early to secure the space that works best for you.

NOT SURE WHICH ADVERT IS RIGHT FOR YOU?

Talk to us about your objectives, audience and campaign plans. We'll help you identify the Stir it up opportunities that can make your budget work harder.



FULL PAGE OR BACK COVER

Trim: 210mm (w) x 297mm (h)

Type: 194mm (w) x 281mm (h)

Bleed: 216mm (w) x 303mm (h)



DOUBLE PAGE SPREAD

Trim: 420mm (w) x 297mm (h)

Type: 404mm (w) x 281mm (h)

Bleed: 426mm (w) x 303mm (h)



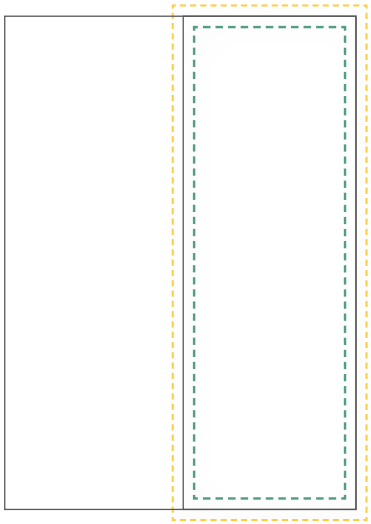
HALF PAGE SPREAD

Trim: 420mm (w) x 145mm (h)

Type: 404mm (w) x 129mm (h)

Bleed: 426mm (w) x 151mm (h)



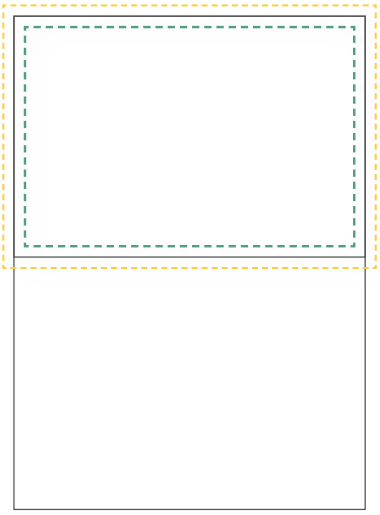


HALF PAGE VERTICAL

Trim: 105mm (w) x 297mm (h)

Type: 89mm (w) x 281mm (h)

Bleed: 201mm (w) x 303mm (h)



HALF PAGE HORIZONTAL

Trim: 210mm (w) x 145mm (h)

Type: 194mm (w) x 129mm (h)

Bleed: 216mm (w) x 151mm (h)

Media specification

All print ready advertising artwork must be sent to **stiritup@countryrange.co.uk** on or before the specified deadline as detailed in the Deadline Calendar.

ACCEPTABLE FILE FORMATS:

Our preferred format is Adobe Acrobat PDF, these must be:

- High resolution (press optimised)
- Fonts embedded
- Pre-flight check advisable

OTHER ACCEPTABLE FILE FORMATS INCLUDE:

- Photoshop TIFF, EPS (CMYK 300dpi), Illustrator EPS (fonts outlined, linked graphics)
- We do not accept open documents of Quark, InDesign and Illustrator

Investment

Size	x 1 insertion	2 - 5 insertions	6 + insertions
Double page spread	£5,400	less 5%	less 10%
Full page	£3,000	less 5%	less 10%
Half page spread	£3,000	less 5%	less 10%
Half page horizontal*	£2,200	less 5%	less 10%
Half page vertical*	£2,200	less 5%	less 10%
Back cover	£3,500	less 5%	less 10%

* These adverts are limited to 5 adverts per issue.



LET'S MAKE IT HAPPEN Talk to our team and we'll help you find the right opportunity contact **editor@stiritupmagazine.co.uk**

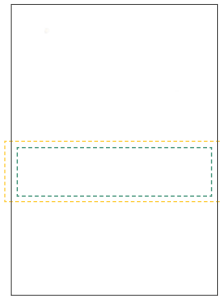
Please do not include any pricing or promotional mechanic on any of the adverts that are submitted for inclusion within the magazine.

ADDITIONAL PRINT ADVERTISING

MAKE YOUR PRINT CAMPAIGN IMPOSSIBLE TO MISS

Sometimes a standard page isn't enough. From samples and inserts to belly bands, wraps, corner pockets and fold-outs, Stir it up offers creative print opportunities designed to get your campaign noticed, picked up and interacted with.

Whether you want to put a product directly into a caterer's hands, create an unmissable first impression or give a big campaign more space to tell its story, talk to us about what you have in mind.

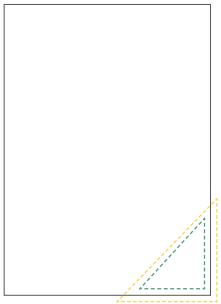


BELLY BANDS AND WRAPS

Put your brand front and centre with a high-impact advert that readers see before they even open the magazine, after all, first impressions count!

Full standard size:
694mm (w) x 70mm (h)

Fold in area:
135mm (w) x 70mm (h) on either side



CORNER POCKETS & FOLD OUT PAGES

Create interaction, reveal more of your story and give campaigns that need extra space the opportunity to stand out.



SAMPLES AND INSERTS

Bring your campaign to life with product samples, leaflets, recipes or other relevant inserts delivered with the magazine and put put something directly into caterers' hands!



PLANNING SOMETHING BIG?

Talk to us as soon as possible to secure your opportunity and make it happen, contact us at **editor@stiritupmagazine.co.uk**

Investment

These magazine features are available for an additional cost and created bespoke for your campaign Talk to our team to find out more.

HOW TO EXPORT TO PRINT

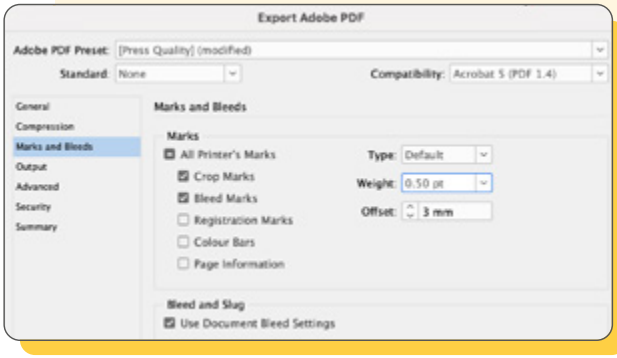
Cheat Sheet

InDesign

SETUP

File > Document setup > Bleed and Slug

- **Bleed: 3mm**
- **Margins: 16mm**



EXPORT

File > Export

- Format: Adobe PDF (PRINT) > **Save**
- Adobe PDF Preset: **Press Quality**
- Compression: Untick '**Compress Text and Line Art**'
- Marks and Bleeds: Tick '**Crop Marks**' Tick: '**Bleed Marks**' **Weight: 0.50pt, Offset: 3mm**
- Tick '**Use Document Bleed Settings**' (3mm)

Export

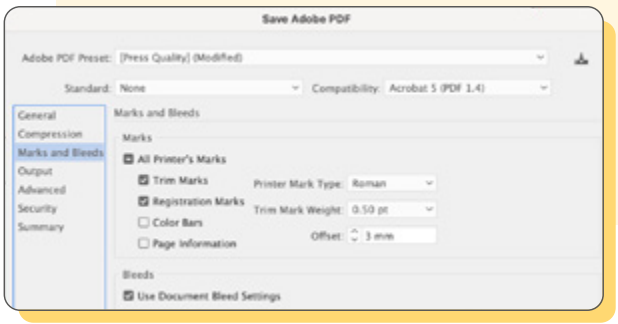
Illustrator

SETUP

File > New

- **Bleed: 3mm**
- **Colour Mode: CMYK**
- **Raster Effects: 300ppi**

View > Rulers: **Show Rulers**. You can drag out the guides to create a safe area for your copy.



EXPORT

File > Save As

- Format: Adobe PDF > **Save**
- Adobe PDF Preset: **Press Quality**
- Compression: Untick '**Compress Text and Line Art**'
- Marks and Bleeds: Tick '**Crop Marks**' Tick: '**Bleed Marks**' Weight: **0.50pt**, Offset: **3mm**
- Tick '**Use Document Bleed Settings**' (3mm)

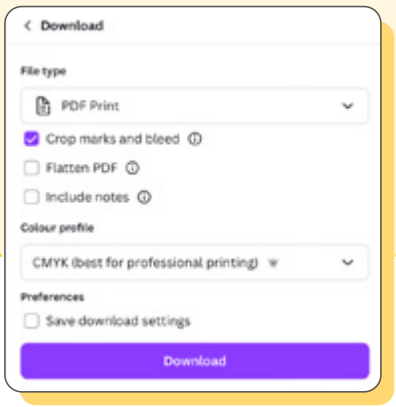
Save PDF

Canva

SETUP

File > Settings: **Show Rulers and Guides**. You can drag out the guides to create a safe area for your copy.

File > Settings: **Show Print Bleed**



EXPORT

File > Download

- File Type: **PDF Print**
- Tick '**Crop Marks and Bleed**'
- Colour Profile: **CMYK**

Select **Download**

Note: Canva is an RGB colour mode programme so if you then export to print, it will change your colours to CMYK and they will look different/muted - this is normal.

Design Glossary

CROP MARKS – These are small black lines or 'marks' that sit 5mm or so from the corners of the artwork. They show the printer where the edge of the page or artwork is and where to cut or 'crop' from.

TRIM – The final size of your printed piece after it has been cut along the crop marks.

BLEED – An extra area of colour or images that extends beyond the final trim line to ensure no unprinted edges appear after cutting.

CMYK – An abbreviation for the four ink plates used in the printing process: cyan, magenta, yellow, and key (black). This colour model is standard for printed materials.

RGB – The abbreviation refers to the three colour model: red, green, and blue which add together to create the different colours you see on a screen.

300 DPI (dots per inch) – is a widely accepted standard for high-quality printing, meaning that a printer will place 300 individual dots of ink within every inch of a physical image, resulting in sharp and clear visual.

RULERS AND GUIDES – Non-printing tools in your workspace that help you align and position elements on a page or canvas.

We recommend using Adobe InDesign or Illustrator when preparing print files, as these programs are specifically designed for professional print production. Canva is primarily intended for digital and web use, and is not the most suitable option for creating high-quality print materials.

DIGITAL ADVERTISING RATES & SPECIFICATIONS



EXTEND YOUR CAMPAIGN BEYOND THE PAGE

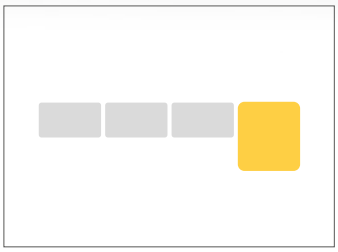
Keep your brand visible beyond the printed magazine with Stir it up's growing digital platform, giving you additional opportunities to appear alongside the recipes, inspiration and sector content readers are exploring online.

With digital advertising increasing by 25% year on year, more suppliers are choosing to add digital visibility to their activity, and with digital advertising rates frozen for 2027 there's even more reason to make it part of your plans.

From tiles, folding tiles and billboards to recipes and dedicated brand pages there are options to suit different campaigns and budgets.

Looking to reach a particular sector? Dedicated Hospitality, Education and Care page takeovers give you the opportunity to position your brand alongside content created specifically for the caterers you want to influence.

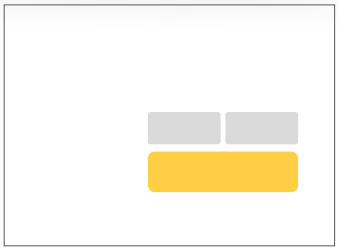
Digital advertising packages run for a calendar month, creating a focused period of brand visibility. For longer-term presence, brand pages and recipe packs remain permanently on the Stir it up website, giving your product content and inspiration an ongoing home.



TILE

Static graphic on either homepage, sector page and related post and recipe pages

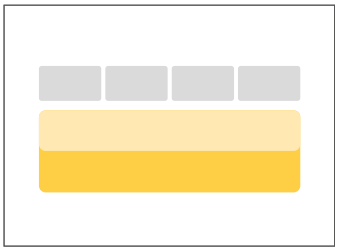
- **600px x 600px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



ENHANCED TILE

1x static graphic on either homepage, latest news and related post and recipe pages

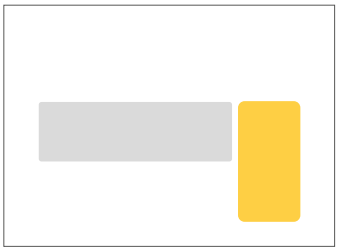
- **1632px x 510px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



FOLDING TILE

Expanding graphic on either homepage, sector page and related post and recipe pages

- **2265px x 350px** - visible
  2265px x 700px - expanded
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally

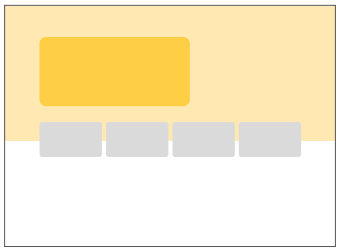


SIDEBAR ADVERT

1x sidebar graphic on marketplace, latest news or recipe pages

- **600px x 1200px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally

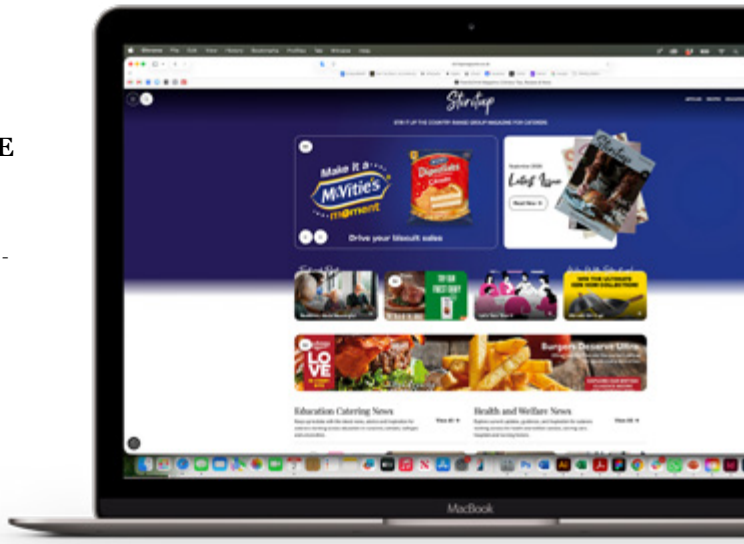




BILLBOARD - HOMEPAGE

1x sliding graphic on homepage

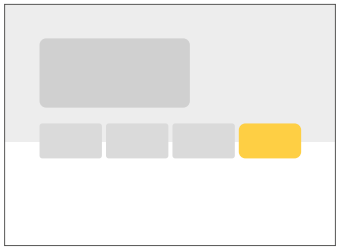
- **1920px x 1080px** - background: no text, JPG
  1470px x 770px - billboard graphic: transparent background, PNG/GIF
- Leave 30px border all round
- Leave top left corner clear
- Can link internally or externally
- For mobile please supply 1x title graphic



BILLBOARD - SECTOR PAGE

1x sliding graphic on a sector page

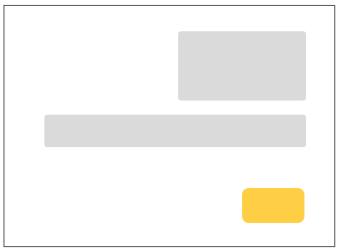
- **1920px x 1080px** - background: no text, JPG
  1470px x 770px - billboard graphic: transparent background, PNG/GIF
- Leave 30px border all round
- Leave top left corner clear
- Can link internally or externally
- For mobile please supply 1x title graphic



4 BLOCK TILE

Static graphic on either homepage or sector pages

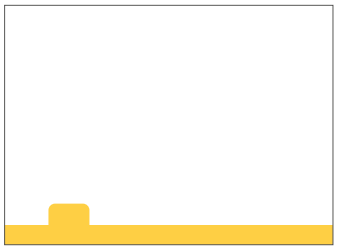
- **600px x 340px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



RECIPE PAGE TILE

A static graphic on up to 9 selected recipe pages

- **600px x 340px**
- Leave 30px border all round
- Leave top left corner clear
- File format: JPG/GIF
- Can link internally or externally



STICKY BOTTOM BANNER

A static banner that sticks to the bottom of the screen – only available as part of the homepage and sector page takeovers

- **1980px x 150px** - background image: no text, JPG
  660px x 75px - centre graphic: transparent background, PNG/GIF
  600px x 400px - overlay: transparent background, PNG/GIF
- Leave 20px border top and bottom
- Can link internally or externally



TOP OF PAGE BANNER

A static banner above the header – only available as part of the homepage and sector page takeovers

- **1980px x 150px** – background image: no text, JPG
- **660px x 75px** - centre graphic: transparent background, PNG/GIF
- Leave 20px border top and bottom
- Can link internally or externally



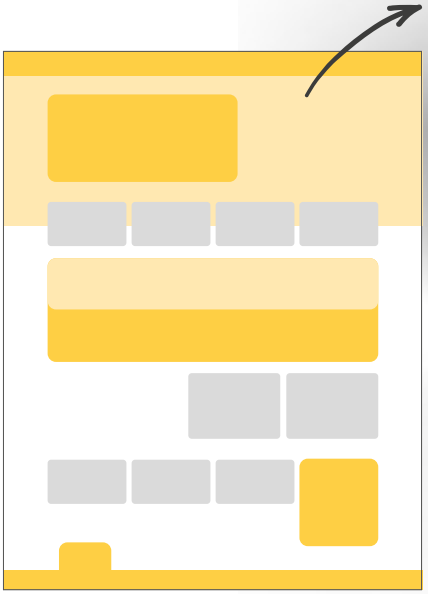
Ready to get started

Talk to our team and let's make more of your Stir it up activity. Contact **editor@stiritupmagazine.co.uk**



NOT SURE WHICH ADVERT IS RIGHT FOR YOU?

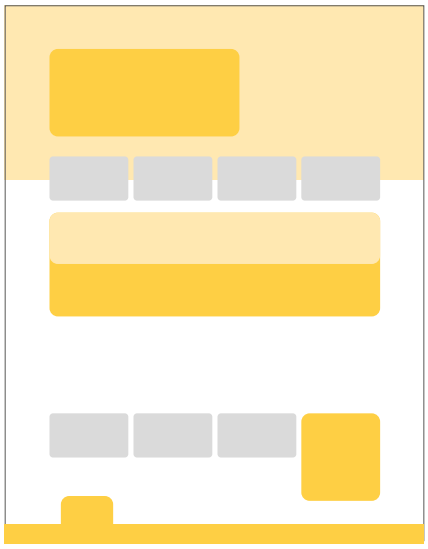
Talk to us about your objectives, audience and campaign plans. We'll help you identify the Stir it up opportunities that can make your budget work harder.



HOMEPAGE TAKEOVER

A full takeover of the Stir it up homepage

- 1x Tile
- 1x Homepage Billboard
- 1x Sticky Bottom Banner
- 1x Top of Page Banner



SECTOR PAGE TAKEOVER

A full takeover of either the Education, Care or Hospitality sector page

- 1x Tile
- 1x Homepage Billboard
- 1x Sticky Bottom Banner
- 1x Top of Page Banner

Investment

Digital Advert	Cost
Tile	£1,100
Folding Tile	£1,800
Enhanced Tile	£1,100
Sidebar Advert	£1,500
Billboard - Homepage	£3,500
4 Block Tile	£1,100
Billboard - Sector Page	£2,000
Homepage Takeover	£6,000
Sector Page Takeover	£3,500
Brand Page & Recipe Pack	£1,650
Brand Page & Tile Recipe Pack	£2,200
Brand Page & Folding Tile Recipe Pack	£2,750
Recipe Page Tile	£750

ALL DIGITAL PACKAGES RUN FOR A CALENDAR MONTH

OTHER OPPORTUNITIES

KEEP YOUR BRAND IN THE CONVERSATION



Your presence in Stir it up doesn't have to stop with an advert. From social collaboration and competitions to seasonal campaigns, specialist guides and member amplification, there are additional ways to bring your brand closer to the Stir it up community throughout the year.

Share your plans with us early and we can explore the opportunities that could help extend your reach, build engagement and make more of your wider campaign.



GET SOCIAL

Give great content more ways to be seen.

We regularly share relevant recipes, product inspiration, news and campaign content across Stir it up social channels. Bespoke collaborations can also be developed around selected campaigns, including custom posts, stories, reels and competitions.

stiritup **stiritupmag**

JOIN THE COUNTRY CLUB

Put your brand behind a prize worth winning. Sponsor a Country Club prize and gain additional brand exposure across the magazine, website and social channels, while giving something back to the caterers at the heart of the Stir it up community.

YOUR EXPERTISE. THEIR INSPIRATION.

Throughout the year, Stir it up produces trend reports and sector-specific guides designed to give caterers useful market insight, data and inspiration. Talk to us about opportunities to align your expertise, products and brand with relevant themes and audiences.

WANT TO BE PART OF IT?

Talk to us

Opportunities are limited, so share your plans and let's explore what we can do together.

OPEN THE DOOR TO A FESTIVE OPPORTUNITY

Our Stir it up Advent Calendar gives suppliers the chance to put their brand behind one of our biggest festive campaigns — giving caterers something extra to enjoy in the run-up to Christmas while creating standout visibility across print, digital and social.

Sponsor an Advent Calendar door and provide a prize for the Stir it up community, supported by a dedicated competition landing page and campaign activity across our channels.

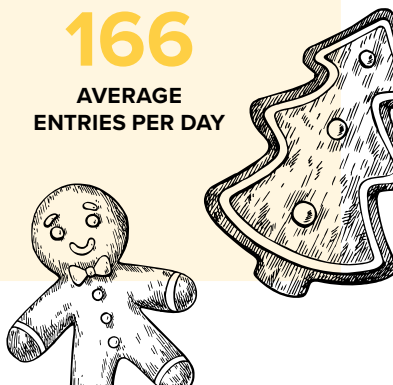
23,944
APPROX READERS REACHED BY THE PRINTED MAGAZINE

+95%
YEAR-ON-YEAR INCREASE IN STIR IT UP WEBSITE TRAFFIC

2,296
COMPETITION ENTRIES ACROSS THE CAMPAIGN

166
AVERAGE ENTRIES PER DAY

2025 stats



2027 DEADLINE CALENDAR

Period	Supplier Proposal Deadline *Promotions & advert details to reach us before:*	Editorial Deadline	Artwork deadline *All magazine artwork due in*	# Buying in dates	From	To	Sell
				Selling out dates	Monday	Friday	Duration
January	18.09.26	22.10.26	29.10.26	Buying In	07.12.26	29.01.27	4 weeks
				Selling Out	04.01.27	29.01.27	
February (Promotions only)	07.10.26	N/A	N/A	Buying In	04.01.27	26.02.27	4 weeks
				Selling Out	01.02.27	26.02.27	
March	04.11.26	10.12.26	17.12.26	Buying In	01.02.27	25.03.27	4 weeks
				Selling Out	01.03.27	25.03.27	
April	09.12.26	14.01.27	21.01.27	Buying In	08.03.27	30.04.27	5 weeks
				Selling Out	30.03.27	30.04.27	
May	13.01.27	11.02.27	18.02.27	Buying In	05.04.27	28.05.27	4 weeks
				Selling Out	04.05.27	28.05.27	
June	10.02.27	11.03.27	18.03.27	Buying In	04.05.27	25.06.27	4 weeks
				Selling Out	01.06.27	25.06.27	
July	17.03.27	15.04.27	22.04.27	Buying In	07.06.27	30.07.27	5 weeks
				Selling Out	28.06.27	30.07.27	
August (Promotions only)	14.04.27	N/A	N/A	Buying In	05.07.27	27.08.27	4 weeks
				Selling Out	02.08.27	27.08.27	
September	19.05.27	17.06.27	24.06.27	Buying In	09.08.27	01.10.27	5 weeks
				Selling Out	31.08.27	01.10.27	
October	16.06.27	15.07.27	22.07.27	Buying In	06.09.27	29.10.27	4 weeks
				Selling Out	04.10.27	29.10.27	
November/ December	14.07.27	19.08.27	26.08.27	Buying In	11.10.27	31.12.27	9 weeks
				Selling Out	01.11.27	31.12.27	

OUR BUYING IN DATES ALWAYS REFER TO DATE OF ORDER.

Therefore all orders placed by members within the promotion period would qualify for any 'off-invoice' discount offered. If your invoicing systems work on any other period of time, i.e. Date of Delivery, you will need to adapt your own input information to ensure that members' orders are captured and processed correctly.

All editorial and print advertising must be received by the specified deadline. If you miss a deadline or fail to submit your advert, you may still be charged.

WORRIED YOU WILL MISS A DEADLINE?

GET IN TOUCH WITH OUR TEAM AND WE WILL SEE WHAT WE CAN DO TO HELP YOU!

Stiritup

stiritupmagazine.co.uk

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Altham Business Park,
Altham, Lancashire
BB5 5BY