

Advertise with SquareMeal

SQUAREMEAL

About SquareMeal

SquareMeal has been a **trusted voice and market-leader** in the hospitality industry for more than 30 years.

In 2018, SquareMeal welcomed new CEO Dean Yardley and - in response to consumer behavior - stepped away print publications to fully focus on its fast-growing and successful digital platform.

The unique combination of **30 years industry experience** teamed with strong technical expertise means that SquareMeal is now reaching **a million users per month**, all looking for their next place to eat, meet and celebrate.

SquareMeal gives restaurants, bars, pubs and event venues the opportunity to promote themselves with insightful and easy-to-use digital marketing tools.





SquareMeal's audience

A strong focus on SEO teamed with 400,000 signed up SquareMeal members offers restaurants and venues the perfect core audience to market their business to.

1 Million

UNIQUE MONTHLY VISITS

400,000

LOYAL & ENGAGED
MEMBERS

130,000

EMAIL SUBSCRIBERS

120,000

SOCIAL FOLLOWERS

54%

FEMALE AUDIENCE

25-34

AVERAGE AGE

44%

LONDON BASED

£130

AVERAGE
RESTAURANT SPEND

An insight into our regular diners and event bookers

Along with a vast consumer audience, SquareMeal also have a loyal corporate audience.

Whether it's booking a business lunch, a product launch or a conference, SquareMeal reaches a **varied and valuable corporate audience**, with bookers from long established companies, right through to some of the UK's most successful startups.

By marketing your business with SquareMeal, you will gain access to both the decision makers and key influencers, our most frequent bookers job titles* regularly include:

Head of Events, Event Director, Head of Marketing, Event Manager, PA/EA, Marketing Manager, Secretary, Account Manager.

* Source: LinkedIn pixel tracking.



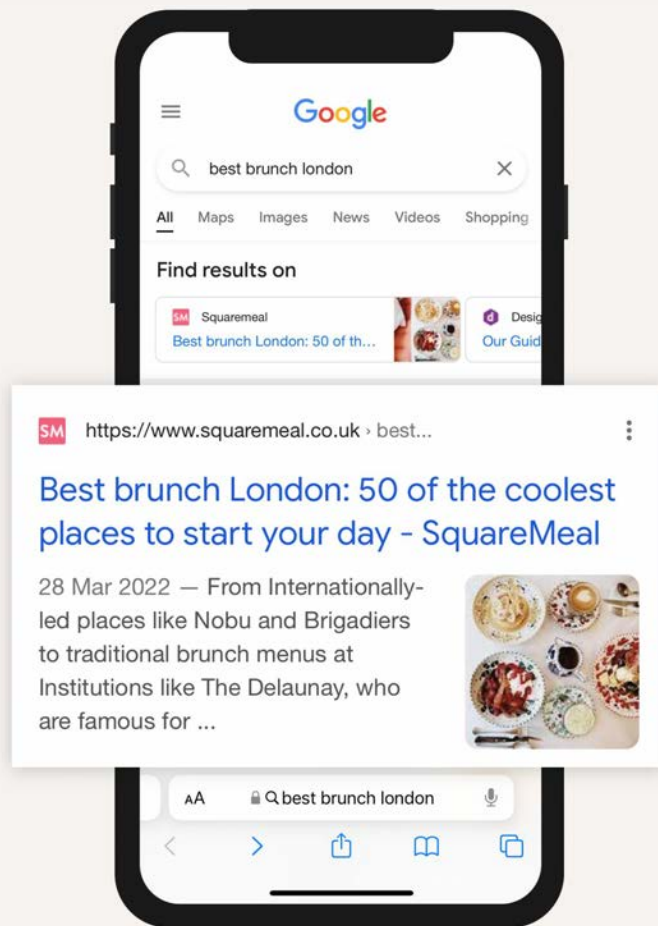
A sample of companies whose staff book restaurants and venues with SquareMeal

Powerful SEO

With a content team highly skilled in combining engaging editorial with the latest SEO techniques, paired with being a long-standing trusted website* means that SquareMeal regularly ranks on page one of Google - and other search engines - for a variety of phrases. A strong domain authority and focussed content plan enhances this further.

This means that along with our loyal regular audience, we are also able to capture the attention of thousands of potential customers, bringing them from their initial search, onto the SquareMeal website where they can discover your restaurant or venue.

*fun fact, we're older than Google!





SquareMeal concierge

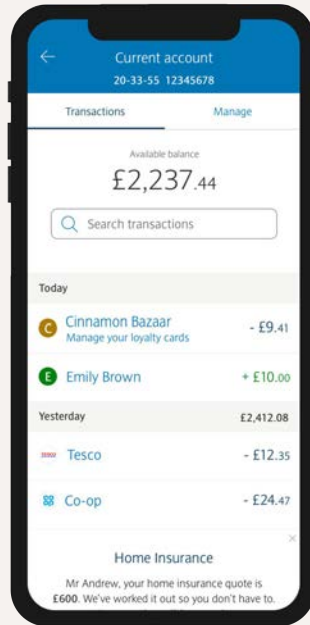
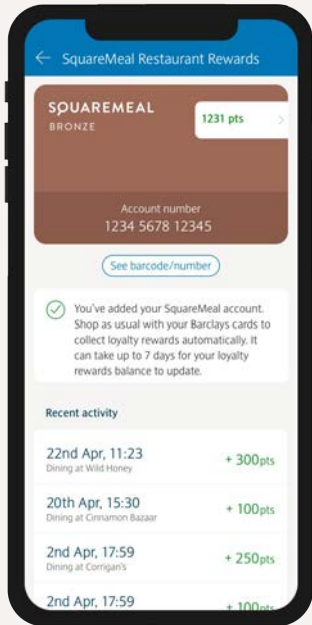
Our concierge service is a free-to-use tool for busy event bookers, who want help from our venues experts in finding the right venue for their events. We handle requests for all types of events, from small meetings to conferences and private dining to weddings.

For each enquiry we recommend appropriate venues that match the budget and have availability. These concierge enquiries are in addition to the leads you get from your listing page, are commission free and are only available to Premium and Enhanced listings levels.

Reward Partnerships with Barclays & Virgin Red

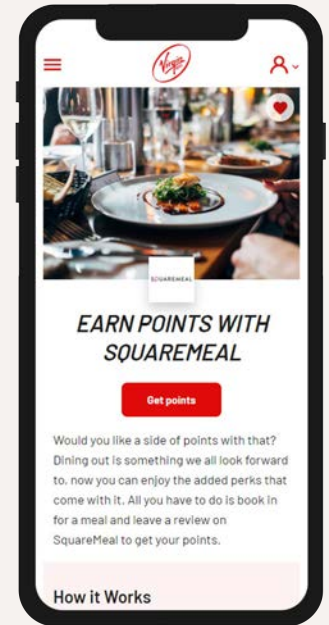
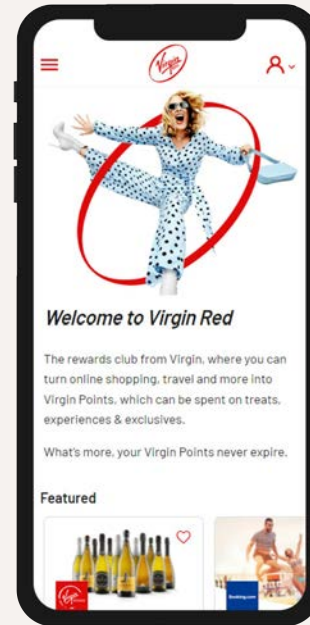
Barclays

This partnership enables SquareMeal to present restaurant offers to 9.2 million Barclays mobile banking customers. Using credit & debit card-linked tech, Barclays customers can earn points when they dine out or buy from any of SquareMeal's restaurant rewards partners.



Virgin Red

SquareMeal members can opt to convert their SquareMeal points to Virgin Red points. This partnership means the SquareMeal brand and its rewards partners are regularly featured on the Virgin Red website, on their social platforms and in their newsletters.





Our products

The SquareMeal website is split into five core products:

- Restaurants
- Private and group dining
- Event and party venues
- Christmas party venues
- Wedding venues

Many of our users will visit SquareMeal for all their hospitality needs. From booking their favourite restaurant to choosing an event venue or private dining room for their next corporate party. As an advertiser, you can also take advantage of offers and discounts when advertising in multiple channels.

Package options

Our packages are competitively priced and vary by product and location.

If you are advertising more than one location or want to feature your business in multiple channels speak to your account manager about multi-purchase discounts.

Premium Listing

- Guaranteed above Enhanced & Featured listings in search results.
- 5x more views than Featured listings.
- Premium positions will rotate every 24 hours.
- Priority access to SquareMeal Concierge.

Enhanced Listing

- Guaranteed above Featured listings in search results.
- 2x more views than Featured listings.
- Positions will rotate every 24 hours.
- Access to Concierge.

Featured Listing

- Appear in our location search results.
- Create a lead generating listing with access all features best-in industry business portal.
- Positions will rotate every 24 hours.



Pied à Terre

Fitzrovia, W1T 2NH

Up to 16 £50 - £79 French

Pied à Terre is both London and the UK's longest standing independent Michelin starred restaurant, and it show ...

GET PRICES AND AVAILABILITY

ADD TO ENQUIRY LIST



Hard Rock Cafe Piccadilly Circus

Piccadilly Circus, W1J 9HR

Up to 650 £30 - £49 Burgers

North American

The Hard Rock Cafe franchise is synonymous with dining and entertainment, with its rock-star inspired interiors and ...

GET PRICES AND AVAILABILITY

ADD TO ENQUIRY LIST



St Pancras Brasserie & Champagne Bar by Searcys

London, N1C 4QL

Up to 50 British

Hosting a private dinner at a London landmark is guaranteed to make a lasting impression, whether you're plann ...

GET PRICES AND AVAILABILITY

ADD TO ENQUIRY LIST

Additional ways to market your business

Newsletter

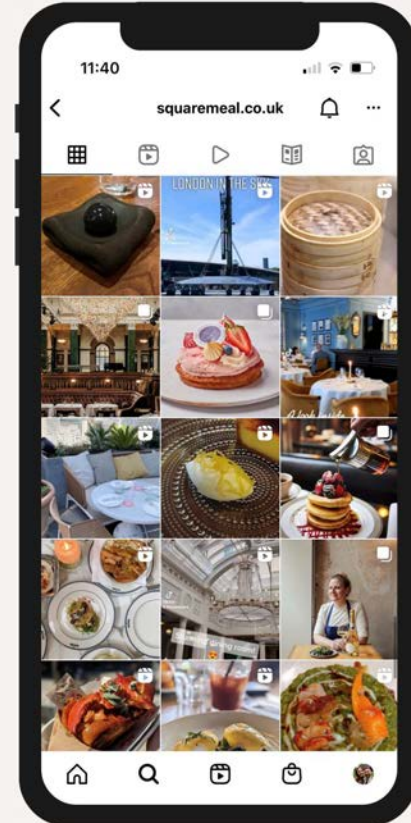
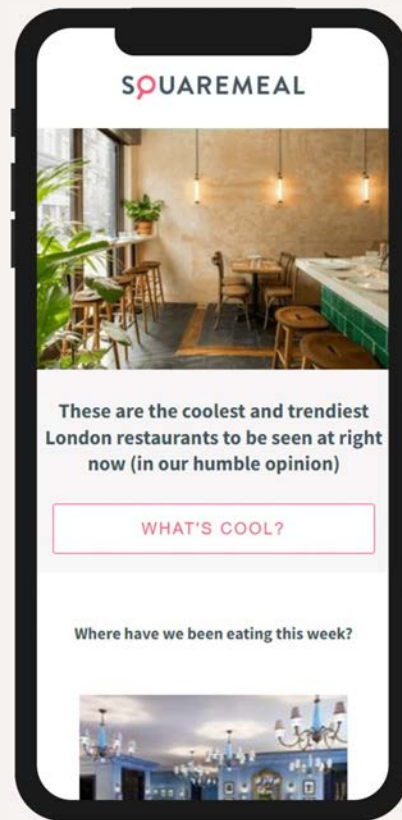
With a newsletter database of **110,000 subscribers**, sign up to one of our newsletter slots to have your business positioned in front of our highly engaged restaurant and venue bookers.

Solus emails

For something more bespoke, we have a limited number of solus emails available to book. This is a marketing email that is solely focussed on you to bring maximum exposure and sends to **104,000 subscribers**.

Social media bundles

Our social media bundles offer four posts throughout 12 months, with each post being posted to SquareMeal's Facebook, Twitter and Instagram or LinkedIn pages - a total of **120,000 followers** -. It's a great way to allow our followers to discover your restaurant or venue.

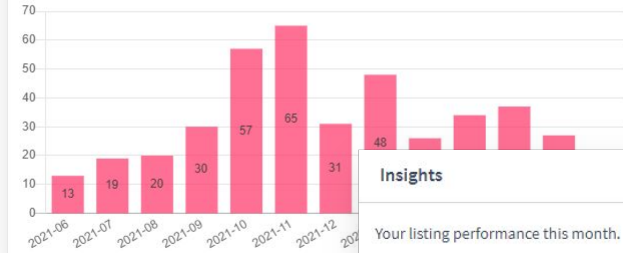


SquareMeal's business portal means ROI is easy to track

We've developed the best-in-industry business portal to manage your listing and leads. In fact, we're so proud of the stats and leads we bring to our advertisers that we have made it easy and simple to see how many views your listing has had, how many enquiries and how many bookings.

Our business portal is there to measure your return on invest and make your marketing spend work harder for you, from first impression to lead.

Website clicks by month



Insights

Your listing performance this month.

Listing views

vs. 524 last month

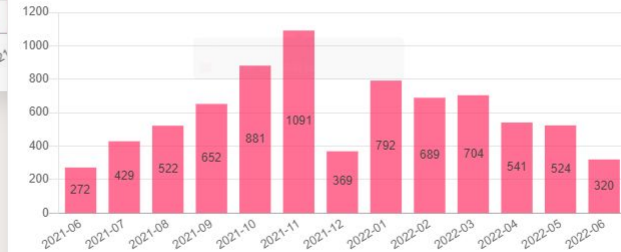
684

YOUR PERFORMANCE CHARTS

Leads by month



Detail page views by month



Increase visibility by sponsoring our core landing pages

For a premium spot on SquareMeal's website, book a month slot on one of the key landing pages.

This is a hero slot that showcases your business and lets our users click straight through to your listing.

- Homepage - 20,000 views per month
- Restaurants - 7,000-8,000 views per month
- Private and Group Dining - 2,000-3,000 views per month
- Event and party venues - Receive 2,500 views per month
- Christmas parties - up to 4,500 views per month
- Weddings - Receive 1,500 views per month

