

INTERNATIONAL **Sandwich** & *food to go news*

MEDIA PACK 2024



www.sandwichandfoodtogonews.co.uk

INTERNATIONAL **Sandwich** & food to go news

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ABOUT US

Sandwich & Food To Go News magazine is the only UK trade publication totally dedicated to the sandwich and food to go sector and an acknowledged source of information and data! We're the first port of call for anyone wanting to know anything about the industry.

A long-established and authoritative title – we've been going for 30 years – we are also the voice of the British Sandwich & Food to Go Association.

We know all the players and have established relationships at all levels with buyers, suppliers and management.

The bi-monthly magazine includes regular profiles on outstanding outlets and individuals, case studies and dedicated sections for all aspects of the sandwich and food to go business, as well as pages devoted to new product developments.

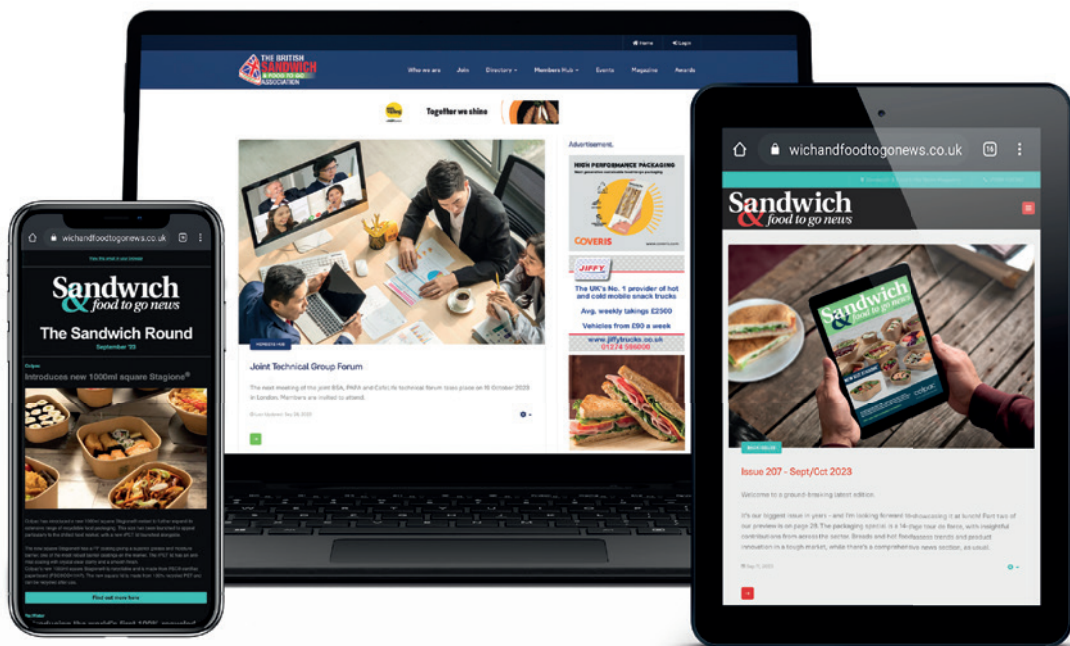
Association activities are covered comprehensively, alongside news and trade activity. We include extensive coverage of our own prestigious BSA Sammies Awards in the July issue every year, as well as the Sandwich Designer of the Year competition and regular events such as the British Sandwich & Food to Go Association Annual General Meeting and technical committees.

It is a 'must-read' for those needing to keep up with legislation connected with all aspects of the industry. Sandwich & Food to Go News reflects the growing popularity of sandwiches and food to go around the globe.



DISTRIBUTION

The magazine is distributed to over 10,000 people within the industry, including British Sandwich & Food To Go Association members such as Greencore, WH Smith and Greggs. We also mail out to non-BSA members, including independent sandwich bars and retailers. The circulation is created by subscriptions, targeted promotional activity and BSA membership, offering a diverse readership. The magazine is also distributed to events throughout the year, including the Sammies, lunch! and FoodEx. It is also emailed out on each publication date to over 10,000 email contacts within the industry.



DIGITAL ADVERTISING

www.sandwich.org.uk – the home of the British Sandwich & Food to Go Association – is the UK's leading online resource for the sandwich industry.

Whether searching for a new supplier, technical advice or the latest industry trends, an average of 7,500 unique visitors come to the site each month.

With around 20,000 page views delivered each month, advertising across the site provides excellent brand exposure, while specifically targeted ads – for example, a mayonnaise supplier with a banner ad on the 'Dressings, Sauces and Mayonnaise' directory page – can achieve click-through rates as high as 22%.

Analysis of our visitor behaviour suggests that most are sandwich industry professionals and our supplier directory

is one of the most popular destinations on the site. In other words, many of those who come to the site are looking for products or services, so advertising with us gives you the opportunity to directly reach potential customers.

There are a number of packages we can offer, so get in touch to take advantage of online marketing opportunities with us.

In 2020, we launched a brand new magazine website – www.sandwichandfoodtogonews.co.uk

This offers access to our extensive library of back issues, all password-free, together with news, advice, a dedicated sandwich recipe section and the digital version of our annual Suppliers Directory.

The online version of each issue includes the opportunity to have hyperlinks from each advert.

We offer a standard banner size at **300pixels by 250pixels** width. Please contact Paul Steer for other options.

We also produce a monthly new products/events **e-letter** at the end of each month called **The Sandwich Round at £100 per release/pic/link** circa 100 words editorial.

Solus HTMLs are also available and sent to circa 7,000 email recipients. Availability is limited so pre-booking is recommended. **Prices start from £250 per solus HTML.**

We can embed videos-links and similar to the digital version (**contact Paul Steer for more details**)

DOUBLE PAGE SPREAD

Type area = 260 x 385mm

Bleed = 303 x 426mm

Trim = 297 x 420mm

FULL PAGE

Type area = 260 x 182mm

Bleed = 303 x 216mm

Trim = 297 x 210mm

HALF PAGE HORIZONTAL

130 x 180mm

HALF PAGE VERTICAL

247mm x 86mm

THIRD PAGE VERTICAL

Bleed = 73 x 303mm

Trim = 70 x 297mm

QUARTER PAGE VERTICAL

86 x 130mm

Display Advertising Rates

Front cover panel	£2000
Inside front cover	£1800
Outside back cover	£1950
Inside back cover	£1750
Double page spread	£2500
Page	£1450
Half	£875
Third vertical.....	£695
Quarter	£495
Tip on page.....	Available on request
Inserts	Call for more details

Classified Advertising Rates

Sixteenth Page -	
60mm high x 42 mm wide	£115
Eighth Page -	
60mm high x 88mm wide	£215

(Discounts are applied for series bookings)

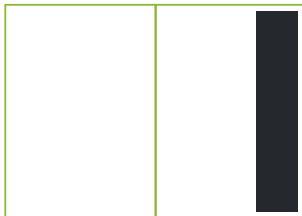
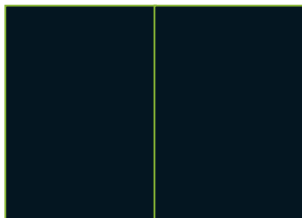
All charges are subject to VAT at the current rate.

Artwork Specification

If you are supplying your own artwork please be sure to make note of the specifications below to comply with our standards.

1. High resolution (300dpi images) PDF press ready
2. 3mm bleed on Full Page advertisements
3. All fonts to be embedded or converted to outlines

Please contact Paul Steer
if you require information on any
advertising formats/requirements
which are not listed
paul@jandmgroup.co.uk
(01291) 636342



HOT FOOD

Taste sensations

Finding the right combination of quality and value for money in the hot food sector is a challenge – but these operators are setting the standard.

LOWER PRICES POINTS

As another distinctly hot food sector, sandwich operators are under pressure to deliver value for money and competitive pricing. While some hot food operators are successful at this, others are struggling. The key to success is to offer a high quality product at a competitive price. This is achieved by offering a high quality product at a competitive price. This is achieved by offering a high quality product at a competitive price.

SAVING SENSITIVE

The market is becoming increasingly competitive, with many operators offering a high quality product at a competitive price. This is achieved by offering a high quality product at a competitive price. This is achieved by offering a high quality product at a competitive price.

products. The fact they can be prepared in less than two minutes and are sustainable in individual portions makes them a hot food sector is one of the industry's most innovative.

It is the perfect solution for a variety of settings, from hospitals to retail, travel, hotels, and even outdoor catering. Over the past 12 months, we have seen a strong increase in the use of hot food across the country.

Our new hot food range includes a variety of options, from a simple hot food to a more complex hot food. This is achieved by offering a high quality product at a competitive price.

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PHAT PASTIES

Handmade in Cornwall
Pasties with Provenance

PERFECT FOR GRAB & GO

PHAT PIES

Deep Filled Premium Pies
Centre Plate Solutions

IDEAL MEAL OPTIONS

For P20 equipment and support contact:

CONTACT PHAT PASTIES

01708 767 946

OUR EDITORIAL POLICY AND GUIDELINES

J&M Group operates a strict editorial policy designed to ensure that both subscribers/readers and advertisers get real value from our magazines – Café Life, Sandwich & Food to Go News and Pizza Pasta & Italian Food Magazine. While we welcome editorial contributions, it is important that editorial is genuinely something that our readers want to know about.

News stories: We are keen to hear about any news stories, from new openings and redesigns of outlets to industry events, appointments and trading updates.

Product stories: If you are a supplier submitting product stories, these must be newsworthy in the sense that they represent something genuinely new. When submitting product stories, please email these to alex@jandmgroup.co.uk directly.

Advisory articles: We welcome advisory articles, but they must be balanced, impartial and of genuine help in guiding operators. Such articles should not contain promotional references to the author's products, but we will acknowledge the contributor and where he/she is from in the introduction.

Opinion articles: If you have views you would like to express relating to the markets we cover, we welcome opinion articles, but please speak to the editor about the subject matter before writing anything.

Profiles: Occasionally we will profile businesses in the sectors we cover, but there must be a strong case for doing so, such as a case study showing how a new approach to selling products is producing real results, or a development that is transforming the market.

Market research: We regularly run market trend stories from research organisations and welcome contributions, provided they are based on sound research.

Paid-for advertorials: Our magazines accept paid-for advertorials, which will be labelled appropriately. These are treated as advertising spaces and negotiated with the magazine sales teams.

