

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

MEDIA PACK 2023



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WE ARE

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PRINT
& WEB

RATES
CARD

www.sandwichandfoodtogonews.co.uk

WHO WE ARE

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International Sandwich & Food To Go News

magazine is the only publication totally dedicated to the 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 28-years - we are also the voice of the British Sandwich & Food to Go Association.

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

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

Association activities are covered comprehensively, together with industry news and trade activity. We include comprehensive 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. **International Sandwich & Food to Go News** reflects the growing popularity of sandwiches and food to go around the globe.

PRINT

The magazine is read by over 5,000 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.

WEB

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 7,000 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.

PRINT & WEB



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 web site -

www.sandwichandfoodtogonews.co.uk

This site offers access to the past eleven years of our editions, 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.



FEATURES LIST 2023

The magazine includes regular profiles on outstanding outlets and individuals, and dedicated sections to all aspects of the sandwich and food to go business, as well as pages devoted to new product developments. British Sandwich & Food to Go Association activities are covered comprehensively, together with industry news and trade activity.

It is also a 'must' read for those needing to keep up with legislation connected with all aspects of the industry. International Sandwich & Food to Go News reflects the increasing popularity of sandwiches around the globe.

The magazine is also available online by visiting www.sandwichandfoodtogonews.co.uk



“ Sandwich & Food To Go News is always an interesting and informative read - it's the magazine I look out for in the post. It's a well respected trade publication and we find it an effective way to launch and promote new products to the market. ”

Rachael Sawtell: Marketing Director, Planglow

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*.

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 that you may have, 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 that is genuinely new. When submitting product stories please email these to alex@jandmgroup.co.uk directly with a covering note highlighting exactly what it is that is new. We do not accept advertorials in the editorial pages but we will consider updates on products to include in our Product News sections provided that they are accompanied by a photograph and no more than 75 words in length.

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.

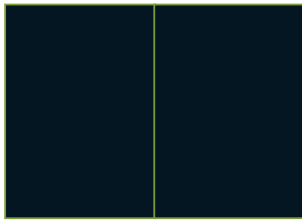
Opinion articles: If you have views you would like to express relating to the markets we cover, we welcome opinion articles but please speak to me about the subject matter before writing anything.

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

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

Paid for advertorials: Our magazines do accept paid for advertorials which will appear under a heading stating they are 'advertorials'. These are treated as advertising spaces and negotiated with the magazine sales teams.

RATE CARD



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



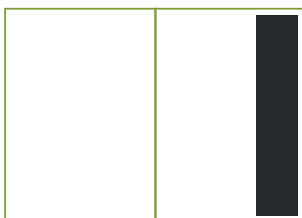
HALF PAGE HORIZONTAL

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

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**.

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)



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 (260dpi 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