

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

**MEDIA PACK 2025**



[www.sandwichandfoodtogonews.co.uk](http://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 bimonthly 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.





## February Issue 215

**PREVIEW:** *lunch! NORTH show*

**SPECIAL:** *AI, robotics, automation, machinery*

- Manufacturing, production, distribution
- Company and product profiles
- Sector innovation, key players

**FOCUS:** *Seafood, sushi & FTG fillings* – consumer demand, NPD



**Editorial deadline:** 7/1/25

**Advertising deadline:** 10/1/25

**Publication date:** 23/1/25

## March Issue 216

**SPECIAL:** *Packaging*

- Environment/eco responsibility
- New developments, innovation, campaigns
- Profiles, thought leadership, Q&A

**FOCUS:** *Meat products* – category development, flavours, quality ingredients, consumer demand, innovation

**PREVIEWS:** *Food & Drink Expo 2025, NEC Birmingham*

**INSIGHT:** *Snacks and impulse items, crisps, quick bites*

**Editorial deadline:** 25/2/25

**Advertising deadline:** 28/2/25

**Publication date:** 13/3/25

## May Issue 217

**SPECIAL:** *Fillings*

- Trends/consumer demand/provenance
- Meat, dairy, plant-based, vegan, free from, alternative
- Bestsellers, traditional & innovation

**FOCUS:** *Food to go future* – pasta, salads, festival prep, street food, international cuisine

**EXCLUSIVE:** *Breakfast* – market analysis, all-day breakfast, meal deals, convenience, health-conscious consumer

**REVIEW:** *2025 Foodservice Packaging Association (FPA) Awards*

**Editorial deadline:** 8/4/25

**Advertising deadline:** 11/4/25

**Publication date:** 24/4/24



## July Issue 218

**SPECIAL:** *Sauces, condiments, relishes & chutneys*

- Flavour profiles, NPD, healthy options
- Global trends, menu versatility
- Seasonal variety, pairings, global inspiration

**FOCUS:** *Environmental*

- Market-leading packaging, biodegradable products, waste disposal, labelling
- Case studies/thought leadership/profiles
- Challenges for the sector – how 2024 has shaped up so far

**PREVIEW:** *lunch! show (part one – exhibitors & product launches)*

**Editorial deadline:** 17/6/25

**Advertising deadline:** 20/6/25

**Publication date:** 3/7/25

## September Issue 219

**PREVIEW:** *lunch! show (part two)*

**SPECIAL:** *Breads & wraps* – bakery market

- Purchasing decisions and differentiation
- Product variety (loaves, wraps, naans, pitta, muffins, bloomers, global flavours)
- Convenience options – for the consumer and operator/manufacturer, sustainability

**FOCUS:** *Hot food* – pies, pasties, takeaways, emerging trends around accompaniments, serving options

**INSIGHT:** *Packaging* – key players in 2025, environmental legislation, business outlook, industry advice, product development

**Editorial deadline:** 2/9/25

**Advertising deadline:** 5/9/25

**Publication date:** 18/9/25



## November Issue 220

**SPECIAL:** *Online ordering systems & logistics*

- Software tech developments
- Innovation, products, loyalty cards, customer experience
- Key sector players/Q&A/profiles

**INSIGHT:** *Cups & handheld items* – branding opportunities, bespoke printing and labelling, recyclability & carbon footprint

**FOCUS:** *Seasonal/festive fare, trends and NPD*

**PREVIEW:** *Vegetuary 2025 & plant-based, free-from sector*

**Editorial deadline:** 28/10/25

**Advertising deadline:** 31/10/25

**Publication date:** 13/11/25

[www.sandwichandfoodtogonews.co.uk](http://www.sandwichandfoodtogonews.co.uk)

All dates correct at time of going to press.

For the most up-to-date information, visit [sandwichandfoodtogonews.co.uk](http://sandwichandfoodtogonews.co.uk)

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**COLD DRINKS**

### A perfect matcha

**COLD DRINKS**

### BATCH BLENDS

**COLD DRINKS**

**Creativity without compromise**

**PREVIEW**

**PROFILES**

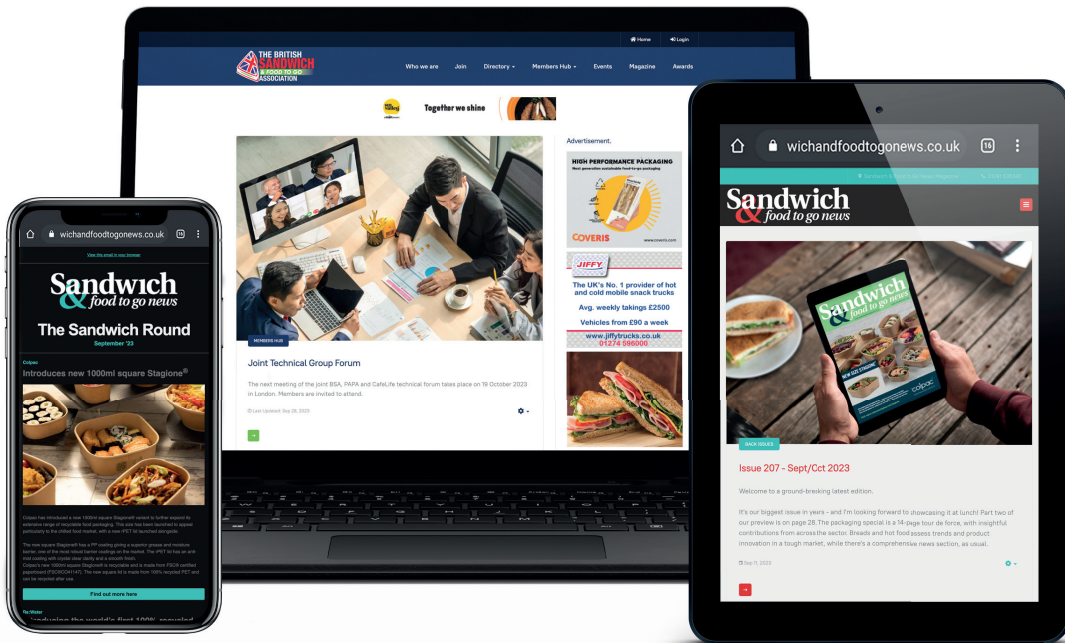
**PROFILE**

**DISCOVERIES**

**RECOMMENDATIONS**

# 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 contacts within the industry.



# DIGITAL ADVERTISING

[www.sandwich.org.uk](http://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.sandwichandfoodtogo.co.uk](http://www.sandwichandfoodtogo.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.

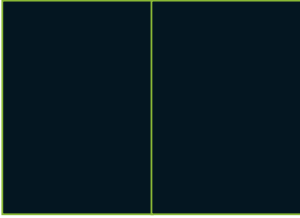
We offer a standard banner size at **300pixels by 250pixels** width. Please contact Paul Steer for other options.

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](mailto:Paul.Steer@sandwichandfoodtogo.co.uk))





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

**Classified Advertising Rates**

Sixteenth Page -	
60mm high x 42 mm wide .....	<b>£115</b>
Eighth Page -	
60mm high x 88mm wide .....	<b>£215</b>

(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@jandmggroup.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 operators identify the best value for money in the hot food sector, operators in the hot food sector are being forced to reduce their prices. While this is a challenge for many operators, it is also an opportunity to improve their margins. Operators who have managed to reduce their prices while maintaining their quality are the ones who are setting the standard.

Driven by lower price points and strong value propositions, operators in the hot food sector are being forced to reduce their prices. This is a challenge for many operators, but it is also an opportunity to improve their margins. Operators who have managed to reduce their prices while maintaining their quality are the ones who are setting the standard.

**SMARTER SENSITIVE**  
The recent economic challenges highlight that more operators are being forced to reduce their prices, but the focus is on how to do it. Operators who have managed to reduce their prices while maintaining their quality are the ones who are setting the standard.

**PHAT PASTIES**  
Handmade in Cornwall Pasties with Provenance  
PERFECT FOR GRAB & GO  
PHAT PIES  
Deep Filled Premium Pies  
Centre Plate Solutions  
IDEAL MEAL OPTIONS

**food management systems**  
FMS Labelling  
Software for the Food Industry  
01708 767 946  
foodmanagementsystems.com

products. The fact they can be prepared in less than two minutes and are sustainable in individual performance. Operators have the hot food sector in one of the industry's most important.

As the specific conditions for a variety of operators, from hospitality to retail, hotels and even student operators, operators in the hot food sector are being forced to reduce their prices. This is a challenge for many operators, but it is also an opportunity to improve their margins. Operators who have managed to reduce their prices while maintaining their quality are the ones who are setting the standard.

## 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](mailto: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.

