

INTERNATIONAL
Sandwich
& *food to go news*

MEDIA PACK 2026



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 221

PREVIEWS: *lunch! NORTH show (10-11 Mar)*
International Food & Drink Event (30 Mar-1 Apr)

SPECIAL: *AI, robotics, automation, machinery*

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

FOCUS: *Hot drinks/vending machines* – FTG, meal deals, product development, Gen Z trends



Editorial deadline: 13/1/26
Advertising deadline: 16/1/26
Publication date: 29/1/26

March Issue 222

SPECIAL: *Packaging*

- Eco-friendly products and development
- Circular economy, profiles and thought leadership

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

PREVIEWS: *Food & Drink Expo 2026, NEC Birmingham (13-15 Apr)*

Editorial deadline: 3/3/26
Advertising deadline: 6/3/26
Publication date: 19/3/26

May Issue 223

SPECIAL: *Filling favourites*

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

FOCUS: *Food to go future* – Global flavours, salads, sushi, festival prep, healthy options, sustainability

EXCLUSIVE: *Breakfast* – cereal, cereal bars, all-day menus, convenience, market analysis, health-conscious consumer

REVIEW: *2026 Foodservice Packaging Association (FPA) Awards*



Editorial deadline: 14/4/26
Advertising deadline: 17/4/26
Publication date: 30/4/24

July Issue 224

SPECIAL: *Dips, sauces, relishes & chutneys*

- International flavour profiles, NPD, healthy options
- Seasonal variety, pairings, global inspiration

FOCUS: *Environmental*

- Packaging, biodegradable products, waste disposal, labelling
- Thought leadership, profiles, case studies
- Reflections on 2026

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

REVIEW: *The Sammies Awards*

Editorial deadline: 16/6/26
Advertising deadline: 19/6/26
Publication date: 2/7/26

September Issue 226

PREVIEW: *lunch! show (part two - 16-17 Sep)*

SPECIAL: *Breads & wraps* – bakery market

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

FOCUS: *Hot food* – Hot-holding, products, innovation, pies, pasties, takeaways, emerging trends around accompaniments

INSIGHT: *Packaging* – key players in 2026, legislation, industry advice, product development



Editorial deadline: 25/8/26
Advertising deadline: 28/8/26
Publication date: 10/9/26

November Issue 226

SPECIAL: *Online ordering systems & logistics*

- EPOS/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: *Plant-based, free from and vegetarian - Veganuary*

Editorial deadline: 13/10/26
Advertising deadline: 16/10/26
Publication date: 29/10/26

All dates correct at time of going to press.
For the most up-to-date information, visit sandwichandfoodtogo.com

For more information contact:

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www.sandwichandfoodtogo.com

HOT FOOD

From mezze to mainstream?

THESE ARE MOVING BEYOND THE FAMILIAR AND ACROSS SECTOR NEW ADVANTAGES...
CHALLENGING CONSUMER VIEW...
REASONS AND WHY...
PROFITS AND BENEFITS...
CONSUMER INSIGHTS...
MARKETING STRATEGIES...
REGULATORY CHALLENGES...
SUSTAINABILITY...
FUTURE TRENDS...
CONCLUSION...
CONTACT...
FOODSERVICE (FRESH) PRO, 1/10/26

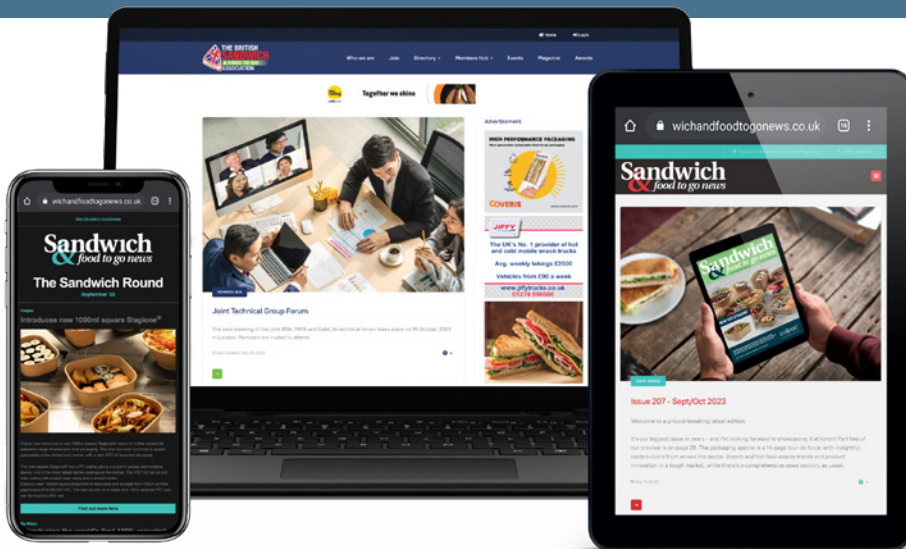
FILLINGS

The WOW factor!

Visually appealing and mouth-watering, Parete's range prides itself on meeting the eyes as well as the appetite...
CONSUMER INSIGHTS...
MARKETING STRATEGIES...
REGULATORY CHALLENGES...
SUSTAINABILITY...
FUTURE TRENDS...
CONCLUSION...
CONTACT...
FOODSERVICE (FRESH) PRO, 1/10/26

DISTRIBUTION

The magazine is distributed to over 10,000 people within the industry, either as hard copy or digitally, or both. Recipients include 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!, lunch! North and FoodEx. It is also emailed out on each publication date to our 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.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.

Web Banner Specs

300 x 250 pixels (w x h) with a maximum files size of 250KB in JPG, PNG GIF or HTML5 format.

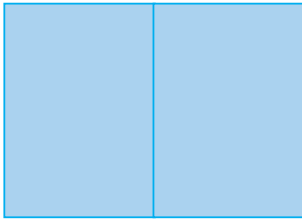
Banners can be static or animated and are available on both www.sandwichandfoodtogo.co.uk and www.sandwich.org.uk.

Solus HTMLs are also available and sent to circa 7,000 email recipients on a chosen date. We feedback statistical results. Availability is limited so pre-booking is recommended.

Prices start from £250 per solus HTML.

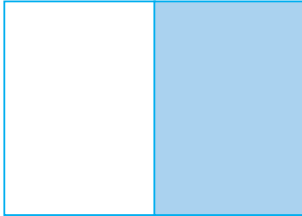
We also publish a monthly e-letter, The Sandwich Round, at the end of each month. This incorporates several press releases per issue and costs start from £100. Please supply circa 150 words text, headline, picture and link before the end of any month to james.morgan@jandmgroup.co.uk and your release will be created and sent.

Please contact James Morgan for all options, as prices vary according to time-scale etc.



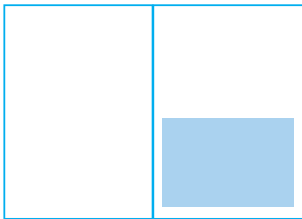
DOUBLE PAGE SPREAD

Type area = 260 x 385mm
Bleed = 303 x 426mm
Trim = 297 x 420mm



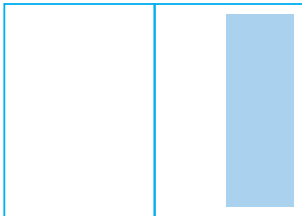
FULL PAGE

Type area = 260 x 182mm
Bleed = 303 x 216mm
Trim = 297 x 210mm



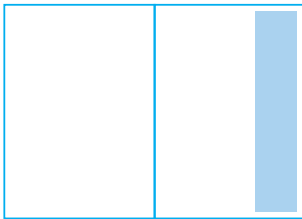
HALF PAGE HORIZONTAL

130 x 180mm



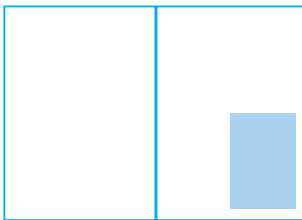
HALF PAGE VERTICAL

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	£2600
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 James Morgan if you require information on any advertising formats/requirements which are not listed
james.morgan@jandmgroup.co.uk
(01291) 636342

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.

