

# INTERNATIONAL Sandwich & food to go news

## MEDIA PACK 2021

TEL: 01291 636342 - WWW.SANDWICH.ORG.UK

### WHO ARE WE?

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 27-years - we are also the voice of the British Sandwich 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.

British Sandwich 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 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.

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# PRINT

The magazine is read by over 5,000 people within the industry, including British Sandwich & Food To Go Association members such as Greencore, 2 Sisters 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](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 7,000 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.

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](http://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.



# 2021 FEATURES LIST

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 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.sandwichandfoodtogo.co.uk](http://www.sandwichandfoodtogo.co.uk)

## February Issue 191

Advertising deadline: 18th January

Editorial deadline: 15th January

Publication date: 1st February

- Environmentally-friendly packaging – *sustainability and recycling focus.*
- Vegan/vegetarian options – *plant-based eating.*
- Seafood – *a sandwich and food to go sector focus*

## April Issue 192

Advertising deadline: 10th March

Editorial deadline: 8th March

Publication date: 24th March

- Summies 2021 Preview
- Packaging – *product developments and trends.*
- Meat products – *a sandwich and food to go sector focus.*
- Snacks and impulse items – *trends and new launches.*

## May Issue 193

Advertising deadline: 19th April

Editorial deadline: 14th April

Publication date: 3rd May

- Foodex Preview
- Online ordering and delivery – *apps, contactless payment, technology and equipment.*
- Breakfast fayre – *trends and new launches.*
- Salad ingredients - *a sandwich and food to go sector focus.*

## July Issue 194

Advertising deadline: 24th June

Editorial deadline: 17th June

Publication date: 8th July

- Summies 2021 Winners
- Labelling – *allergen requirements for packaging.*
- Drinks 'to go' – *soft drinks trends and new launches.*
- Extra flavour - *mayonnaise, dressings, sauces & condiments.*

## September Issue 195

Advertising deadline: 2nd September

Editorial deadline: 31st August

Publication date: 14th September

- lunch! show preview
- Sandwich cheese - *a sandwich and food to go sector focus.*
- Hot products – *hot food and drinks 'to go' and associated equipment.*
- Breads – *a sandwich and food to go sector focus.*

## November Issue 196

Advertising deadline: 4th November

Editorial deadline: 28th October

Publication date: 18th November

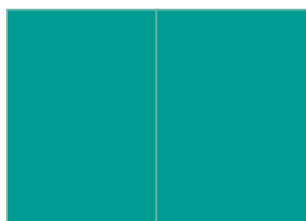
- Summies 2022 Preview
- Seasonal fayre – *festive products and premium ingredients.*
- Shopfitting and design – *space and product optimisation.*
- Food to go future – *emerging food trends & new 'to go' products.*

*At the time of issue, the dates on this features list are as accurate as they can be in light of an unprecedented 2020, and the associated knock-on effects which will undoubtedly still be experienced in 2021. Please refer regularly to this web site for any future changes or updates.*

“ 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

# 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 **e-letters** several times a month within which we can offer to run press releases and links etc.

Availability is limited so pre-booking is recommended.

Prices start from £250 per e-letter.

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  
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