



INTERNATIONAL

Sandwich

food to go news

MEDIA PACK 2020

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. Editor Simon Ambrose has been at the helm for 19 years and knows the industry (both sandwiches and food to go) inside out.

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. We also carry a regular section contributed by IGD - the well-respected industry analysts - providing additional authoritative coverage of the sector.

*'Editor
Simon Ambrose
has been at the helm for
20 years and knows
the industry (both
sandwiches and food
to go) inside out'*

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.

The magazine is also available online by visiting: www.sandwich.org.uk



TESTIMONIALS

Lorraine Duthie
Founder, Lettuce Eat Healthy,
Independent Peterhead sandwich shop.

“

I joined the British Sandwich Association within a year of opening my doors. I felt I wanted to take the business very seriously so, I thought, why not, we'll go straight to the top. I felt I wanted to know what was going on outside my door and beyond. Now I know what's going on in Parliament and the current legislation - I also read the magazine Sandwich & Food To Go News cover to cover.

”

Rachael Sawtell:
Marketing Director, Planglow

“

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.

”



Mark Arnold: Head of Innovation, Street Eats,
a sandwich and food to go manufacturer

“

Sandwich & Food To Go News is the magazine you come to for information on the fast-moving food to go trade when you want to know the inside story, and also acts as a great reference to all involved in the industry.

”

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 - 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.



We are known for our outstanding magazine design, which helps make us the best-read publication in the business. Unlike our competitors, we are also completely focused on the area you want to know about, so you don't have to wade through a lot of miscellaneous material.

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CONTACT

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Sandwich &
Food To Go News
is a regular exhibitor at



See you there



2020 FEATURES LIST

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February Issue 185

Advertising deadline: January 17th

Publication date: January 29th

- Veganuary: a look at the latest vegan launches.
- Environmentally-friendly packaging review..
- Mayonnaise, sauces, pickles and relishes.
- Seafood for sandwiches and food to go.

March Issue 186

Advertising deadline: March 2nd

Publication date: March 16th

- Packaging: new developments.
- Meat products and ingredients for sandwiches and manufacturing.
- Foodex preview..

May Issue 187

Advertising deadline: May 5th

Publication date: May 19th

- Online ordering and other delivery options: beat the Coronavirus
- Breakfast/morning options.
- Salad ingredients.

NEW
DATE

July Issue 188

Advertising deadline: June 26th

Publication date: July 3rd

- Labelling/packaging - a detailed review of recent legislation and new products on the market..
- Drinks focus: the latest in soft drink news.
- Snacks focus
- *Supplement: Sandwich & FTG Recipe Book (Deadline - 1st week of June)*

NEW
DATE

September Issue 189

Advertising deadline: September 3rd

Publication date: September 18th

- Sandwich Cheese: latest products on the market.
- Soups and hot products.
- Hot beverages and equipment.
- Packaging developments and trends.
- Safety products for the workplace and retail outlets.

NEW
DATE

November Issue 190

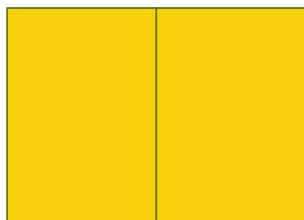
Advertising deadline: November 16th

Publication date: November 30th

- Sammies 2021 preview.
- Seasonal fayre.
- Breads.
- Shopfitting and design.

NEW
DATE

RATE CARD

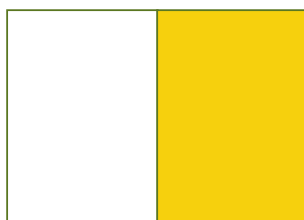


DOUBLE PAGE SPREAD

Type area = 260 x 385mm

Bleed = 303 x 426mm

Trim = 297 x 420mm

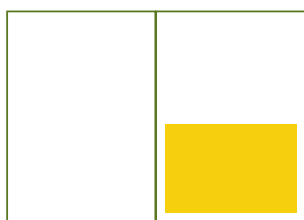


FULL PAGE

Type area = 260 x 182mm

Bleed = 303 x 216mm

Trim = 297 x 210mm



HALF PAGE HORIZONTAL

130 x 180mm



HALF PAGE VERTICAL

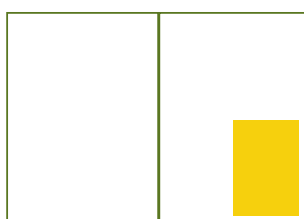
247mm x 86mm



THIRD PAGE VERTICAL

Bleed = 73 x 303mm

Trim = 70 x 297mm



QUARTER PAGE VERTICAL

86 x 130mm

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 to Sandwich & Food To Go News 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

Website Options

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

We also produce e-letters twice 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 £150 per e-letter. For more details contact Paul Steer (see final page for details).