

The background of the entire page is a photograph of two red ceramic coffee cups on a dark wooden surface. The cup in the foreground is in sharp focus, showing a latte with a white heart-shaped latte art design on its surface. The cup in the background is slightly out of focus. The overall lighting is warm and soft.

CAFÉ *life*

Magazine

MEDIA PACK 2018

www.thecafelife.co.uk

01291 636333

CONTACTS & DATA

About us

Café Life is the trade magazine of the UK's Café Life Society trade association, and is the UK's most long established and dedicated, representative source of news and information for all those involved in the UK's highly regarded café sector.

During the course of its 15 years in circulation, *Café Life* magazine (formerly *Café Culture*, and prior to that *Real Coffee*) has been at the forefront of this sector's vibrant development and media coverage in conjunction with the events and Café Life Awards organised by the Café Life Society trade association.

Having reported on the progress and development of well-known brands such as Caffè Nero, Costa, Starbucks and Coffee #1, as well as many industry-leading independents, *Café Life* now seeks to further reflect this dynamic sector by focusing on the all-embracing nature of café life itself (cafés, and coffee shop-themed food and beverage concepts having become a 'must-have' option for many businesses and retail operators).

A regular attendee at industry events and symposiums, editor, Clare Benfield, has been in post for 15 years, and as editor of sister publication *Pizza Pasta & Italian Food* for the same amount of time, is well placed to know the industry well.

Contact us

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CAFÉ *life* Magazine Profile

Café Life is circulated to some 5,000 industry professionals across the retail, foodservice, manufacturing sectors of the UK's café and coffee shop business, and the supply chain which supports it (many of whom are also actively involved in the Café Life Society trade association and the Café Life Awards - its prestigious annual industry awards).

This circulation is comprised of Café Life Society members including independent and chain operators, subscriptions and targeted promotional mail-outs, as well as through regular media partnerships.

The magazine also boasts a significant web presence (www.thecafelife.uk), with an online magazine and the opportunity for advertisers and contributors to be part of regular e-bulletins and bespoke, targeted mail-shots.

www.thecafelife.co.uk

CAFÉ *life*

Tasting the lifestyle of the café sector

ISSUE No. 82
SEPTEMBER 2017

Future Smart™
It's time to renew
your packaging

Huhtamaki

Future Smart™ is a 100% renewable paperboard material for use in forming paper cups and food containers. It is made entirely from plant-based materials; paperboard from PEFC certified, sustainably managed forests and a pioneering plant-based polyethylene (PE) as a moisture barrier coating.

- 100% GMO free paperboard
- Uses 40% less coating material than traditional PLA based D90 cups
- Future Smart™ cups and food containers can be manufactured in the UK
- Custom print available
- Future Smart™ is currently seen as the most cost economical solution in the bio-based paper cup category
- Recyclable where appropriate facilities exist

For more information on Future Smart™ or any of Huhtamaki's other products please contact our Customer Service team on +44 (0) 23 9251 2434 or visit our website at www.foodservice.huhtamaki.co.uk



Amanda Hamilton
(*Drink Me Chai*)

Coffee shops and cafés have changed beyond all recognition since I launched my innovative chai drink 12 years' ago, so it's vitally important to keep tabs on the competition and developments in this category, as well as the prevailing trends in the sector as a whole. *Café Life* magazine enables me to do just that.



Professor Jonathan Morris
(*University of Hertfordshire*)

I find *Café Life* is a great way of keeping up with what's happening across the café sector in the UK. Many of the articles focus on operational issues that are not really covered in other magazines. They are based on interviews with leading figures in the sector, and written in a manner that's easily accessible to anyone. *Café Life* keeps me on top of what's happening in the coffee shop world.



Peter Atmore
(*head of global sales & marketing, Fracino*)

Fracino has enjoyed working with the team at *Café Life* for many years and has been a proud finalist in the vibrant *Café Life* Awards which showcase the industry's wealth of innovation, talent and excellence. The magazine is a topical window on the café sector with a strong focus on independent operators – creating a community which shares the latest news, views and developments.



Ivan Zergilli
(*sales & marketing executive, Mulmar*)

Café Life magazine is the trade focused magazine of choice unfolding the lifestyle of the café and coffee shop sector. It always provides an exciting wealth of information to keep us up to date here at Mulmar, with information about new products, events and the main influencers behind the industry. It also provides valuable insights into how the various coffee cultures are developing in the UK.

Café Life Features List 2018



FEBRUARY – Issue 84

Editorial Deadline: 24th January

Advertising Copy Deadline: 31st January

Published: 9th February

Fairtrade

We find out more about the Fairtrade movement and its products, and in particular its on-going relationship with the café and coffee shop arena. What have been the main achievements so far, and what's to come? And how can operators leverage their Fairtrade credentials in terms of the products they serve?

Dairy milk

A sector staple, dairy milk is under threat from non-dairy alternatives. We find out more about demand for dairy milk from the sector's suppliers, and the dairy milks on offer, as well as how to perfect its use in the ever-popular lattes and cappuccinos.

Bean to cup

Our regular look at the latest developments and new technology with regard to bean to cup machines. When is a bean to cup machine the best solution, and why? And is bean to cup beverage quality better now than it's ever been? We ask the experts.



APRIL - Issue 85

Editorial Deadline: 13th March

Advertising Copy Deadline: 20th March

Published: 3rd April

European Coffee Expo preview

Creative teas

With food pairing ideas, water quality, brewing techniques and communication with customers all having been promoted as ways to enhance the serving of tea by the sector's suppliers, we report on what's been happening in the café world as operators get more creative with tea.

Pods and capsules

Pods and capsules offer a way of controlling coffee quality, dose and beverage consistency, as well as being an efficient way for operators to cope with a shortage of barista skills. Are they, as some suggest, the future in terms of brewing technology, as well the further education of consumers' palates? And what of their recyclability? We canvas some industry opinion.

Espresso machines

Our regular focus on the new product launches and existing machine updates in the world of espresso machines. What features and options are essential when selecting an espresso machine, and what might be surplus to requirements? We canvas some buying advice by inviting end-users and machine makers to comment.



JUNE - Issue 86

Editorial Deadline: 29th May

Advertising Copy Deadline: 5th June

Published: 17th June

European Coffee Expo review

Cakes

Well presented, eye-catching cakes in 'up to the minute' flavour combinations are the pride of many cafés and coffee shops, and a treat their customers enjoy. But what's required to consistently offer a top-notch cake range, and is baking from scratch the only option? We find out more about the latest launches and trends in flavours.

Milk alternatives

We report on some of the popular and well established alternatives to dairy milk, and find out how they are being used successfully in the café and coffee shop trade. We also ask what other milk alternative products are likely to be launched in the near future.

Free from

By catering to those with allergies and specific dietary requirements, cafés and coffee shops can help to ensure that they continue to cater for all. With market research indicating that more and more of us are eating no, or less meat, and are increasingly dietary-aware and specific, we showcase some suitable café fayre solutions.

Café Life magazine is the UK trade magazine dedicated to the burgeoning café and coffee shop sector. Together with regular news, views and interviews, profiles and advisory articles, it seeks to identify innovative ways for outlets to thrive profitably by capitalising on and promoting the vibrancy and popularity of coffee culture. An essential read for anyone in the café industry who wants to taste the lifestyle of the café sector!



AUGUST - Issue 87

Editorial Deadline: 10th July
Advertising Copy Deadline: 17th July
Published: 30th July

Water treatment

Water filtration and quality monitoring has yet to become widespread, certainly when it comes to smaller, independent operators, but it can make a demonstrable difference to the quality of beverage served. We review some of the latest solutions, and ask what products are best suited to which situations, and why.

Snack attack

Snacks that are deemed unhealthy have been under attack in recent times. So how can outlets balance treats alongside healthy options, and is it ever possible to achieve both in one product? We invite some of sector's suppliers to tell us more about their snack ranges and impulse buys.

Ice cream and desserts

Cafés and coffee shops are the place to go for sweet treats in the form of ice cream, Italian gelato and luxurious desserts. We showcase some ice cream and gelato-serving outlets, as well as some of the associated equipment, and take an indulgent look at what's offer from the sector's suppliers.



SEPTEMBER - Issue 88

Editorial Deadline: 22nd August
Advertising Copy Deadline: 29th August
Published: 13th September

(Caffè Culture Show Preview) lunch! Show issue

All day offering

To remain competitive, cafés and coffee shops need to focus on food trends that have come to characterise the various day parts of breakfast, mid-morning, lunchtime, mid-afternoon, early evening and night. We report on the insight being provided by the market researchers, as well as feature some menu suggestions.

Technology

The advent of digital technology has meant that many aspects of café life can be enhanced for the consumer, and profitably so for the café and coffee business concerned. From mobile payment systems to the latest in audio technology, we take a look at what digital innovations are revolutionising the café world.

The branded café

In a marketplace where consumers increasingly value uniqueness, what role can, and should, branding play in the development of a successful café or coffee shop? We canvas the input and experience of some of the sector's marketing experts, as well as suggest some ways in which operators can shape and convey their ethos and image.



NOVEMBER - Issue 89

Editorial Deadline: 24th October
Advertising Copy Deadline: 31st October
Published: 13th November

Cold brew

Cold brew coffee and tea have both made strong impressions on the café and coffee shop scene in recent times, but what's involved, and how should such beverages be ideally prepared and served?

Street scene

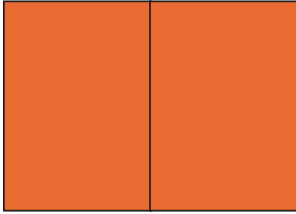
Much has been made in recent years of the street food trend with consumers enjoying the chance to purchase invariably authentic, freshly-made food 'on the hoof' alongside their brew of choice. Many sector suppliers have launched street-themed ingredients ranges to allow bigger catering concerns to indulge. We come up to date.

Alcohol and cocktails

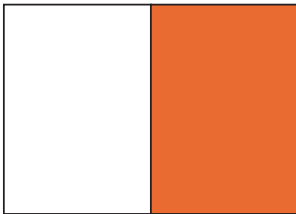
As cafés and coffee shops increasingly become a mainstay of their routine for many, and outlets are increasingly prepared to offer an all-day product range, alcoholic beverages and cocktails are taking on a higher profile than ever before. With recipe ideas and advice from the sector's suppliers, we find out what's involved. the latest trends in the market that are requiring operators to deliver cakes and bakery goods in a multitude of flavours and formats.

For more information on editorial contributions call Clare Benfield on 01291 636336 or email clare@jandmgroup.co.uk. For subscription and general enquiries please call 01291 636335 or email membership@thecafelife.co.uk

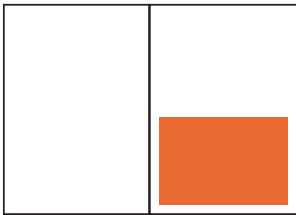
Rates Card



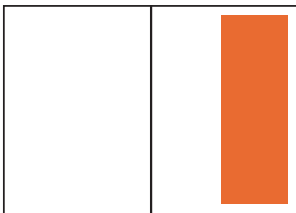
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Bleed = 303 x 216mm
Trim = 297 x 210mm



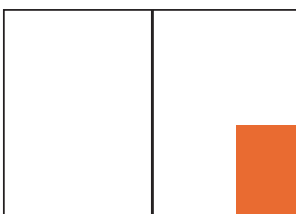
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Half page vertical
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Trim = 70 x 297mm



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

The Cafe Lifé 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 Sam Minton 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 Sam Minton.

Please contact Sam Minton if you require information on any advertising formats/ requirements which are not listed (e.g. barn door, gatefold).

The background of the entire page is a warm, golden-hour photograph of people in a cafe. In the foreground, two pairs of hands are visible, each holding a small, reddish-brown ceramic coffee cup filled with coffee. The background is softly blurred, showing the profiles of people and the interior of a cafe with wooden chairs and tables. The overall mood is cozy and inviting.

CAFÉ *life*

Magazine

www.thecafelife.co.uk - the home of *Café Life* magazine – is the UK's foremost resource for the café industry.

Whether searching for a new supplier, technical advice or the latest industry trends, an average of 2,000 unique visitors come to the site each month.

With around 8,000 page views delivered each month, advertising across the site provides excellent brand exposure while specifically targeted ads – for example, a coffee machine supplier with a banner ad on the “Coffee and Hot Beverage Equipment” directory page - can achieve click through rates as high as 20%.

Analysis of our visitor behaviour suggests that most are café industry professionals - owners, managers and buyers - 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.

CAFÉ *life*
Awards 2018



***Café Life* is the trade magazine of the
UK's Café Life Association.
To find out more about the
Café Life Association's annual awards...
visit www.thecafelife.co.uk**

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