



# Features list

## January-December 2010

The magazine includes regular profiles on outstanding outlets and individuals, and dedicated sections to all aspects of the sandwich and snack 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 & Snack News* reflects the increasing popularity of sandwiches around the globe.

### February Issue 125

**Editorial/advertising deadline: January 14th**  
**Publication date: January 25th**

- *Soft and fruit drinks and water: niche market products such as the healthy fruit drinks are increasingly finding chiller space in sandwich bars.*
- *Mayonnaise, sauces, pickles and relishes*

### April Issue 126: European Sandwich Show

**Editorial/advertising deadline: February 28th**  
**Publication date: March 8th**

- *Packaging: new developments in this fast-moving sector*
- *Kitchen and Catering Equipment and Accessories*
- *European Sandwich Show review*

### May Issue 127: Sandwich Week

**Editorial/advertising deadline: April 28th**  
**Publication date: May 10th**

- *Sandwich ingredients focus*
- *Refrigeration, transport refrigeration and air conditioning*
- *Sandwiches and snacks serving special dietary needs including halal, gluten-free, coeliac and kosher.*

### July Issue 128

**Editorial/advertising deadline: June 16th**  
**Publication date: June 28th**

- *British Sandwich Award Winners*
- *Labelling - a detailed review of recent legislation and new products on the market*
- *Hot beverages and equipment*

### September Issue 129

**Editorial/advertising deadline: September 8th**  
**Publication date: September 20th**

- *Sandwich Cheese: a look at some of the latest products on the market*
- *Soups and hot products*
- *Lunch! Show preview*

### November Issue 130

**Editorial/advertising deadline: October 28th**  
**Publication date: November 8th**

- *Cleaning and hygiene materials and equipment*
- *Point of sale till equipment and EPoS*
- *Shopfitting and design*

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# Rates Card

## January-December 2009

INTERNATIONAL Sandwich and Snack News magazine is the official journal of the British Sandwich Association (BSA), the UK body representing Sandwich makers, suppliers and retailers. The magazine is published six times a year and distributed to retail buyers, caterers, sandwich bars and associated businesses in the industry.

### 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

*(Discounts are applied for series bookings)*

### Classified Advertising Rates

Sixteenth Page - 60mm high x 42 mm wide	Cost £115
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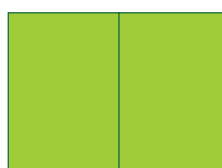
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All charges are subject to VAT at the current rate.

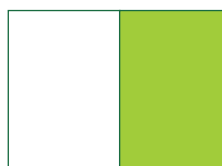
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Copy matter must conform to the publisher's requirements and additional work involved will be charged for. Thus the cost of making duplicate blocks or films, and necessary reprographic or origination work on material which is not strict accordance with copy requirements will be charged to the advertiser.



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**Third page vertical**  
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**Quarter page vertical**  
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