



Features list

January-December 2012

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

January Issue 137

Editorial/advertising deadline: January 14th

Publication date: January 26th

- *Kitchen and Catering Equipment and Accessories.*
- *Sandwich ingredients: includes mayonnaise, sauces, pickles and relishes.*
- *Healthy Snack focus.*
- *Branding your packaging: a must-have marketing element to your offer, we look at what suppliers are currently offering.*

March Issue 138

Editorial/advertising deadline: February 28th

Publication date: March 13th

- *Packaging: new developments*
- *Meat products and ingredients for sandwiches and manufacturing.*
- *Soft and fruit drinks and water: niche market products such as the healthy fruit drinks are increasingly finding chiller space in sandwich bars.*

May Issue 139

Editorial/advertising deadline: April 18th

Publication date: May 9th

- *British Sandwich Week.*
- *Refrigeration, transport refrigeration and air conditioning.*
- *Sourcing ingredients: with commodity prices set to rise even further this year, how can you keep your costs down and are there alternative ingredient sources?*

June Issue 140

Editorial/advertising deadline: June 18th

Publication date: July 1st

- *Labelling - a detailed review of recent legislation and new products on the market.*
- *British Sandwich Award Winners.*
- *Staff and recruitment.*
- *Cleaning and hygiene materials and equipment*

September Issue 141

Editorial/advertising deadline: August 19th

Publication date: September 5th

- *Lunch! Show preview: the trade's most focused show has proved itself to be an unmissable event. A comprehensive look at what's new.*
- *Sandwich Cheese: a look at some of the latest products on the market.*
- *Soups and hot products.*
- *Hot beverages and equipment.*

November Issue 142

Editorial/advertising deadline: November 7th

Publication date: November 19th

- *Shopfitting and design.*
- *Seafood.*
- *Lunch show review*

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Rates Card

January-December 2012

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

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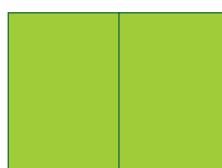
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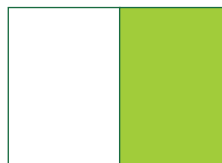
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Copy matter must conform to the publisher's requirements and additional work involved will be charged for. Thus the cost of making duplicate blocks or films, and necessary reprographic or origination work on material which is not strict accordance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



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