



# INTERNATIONAL Sandwich & food to go news

## Media Pack 2018

Tel: 01291 636342

[www.sandwich.org.uk](http://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  
19 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](http://www.sandwich.org.uk)



# TESTIMONIALS

---

**Tanya Everest-Ring: Marketing and Brand Manager for Raynor Foods, a sandwich and food to go manufacturer**

“

Sandwich and Food to Go News is a must-read for anyone wanting to keep abreast of developments in the food to go sector. As well as news coverage, it provides advice and updates on legal and technical issues affecting the industry, reports on upcoming food trends, new store openings, exhibitions, packaging, ingredients, and of course, the people who make 'food to go' such an exciting place to work. A wide range of contributors and an experienced editorial team ensure that the magazine provides lots of analysis, with insightful and interesting articles every month. The BSA website is a handy resource for information on the industry too.

”

**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**

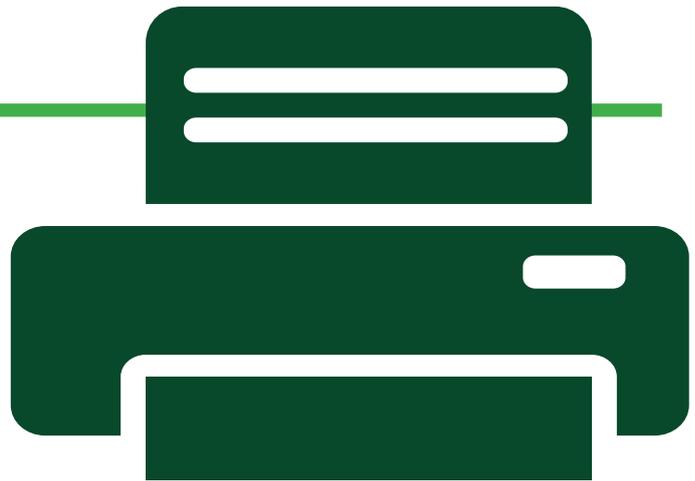
“

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

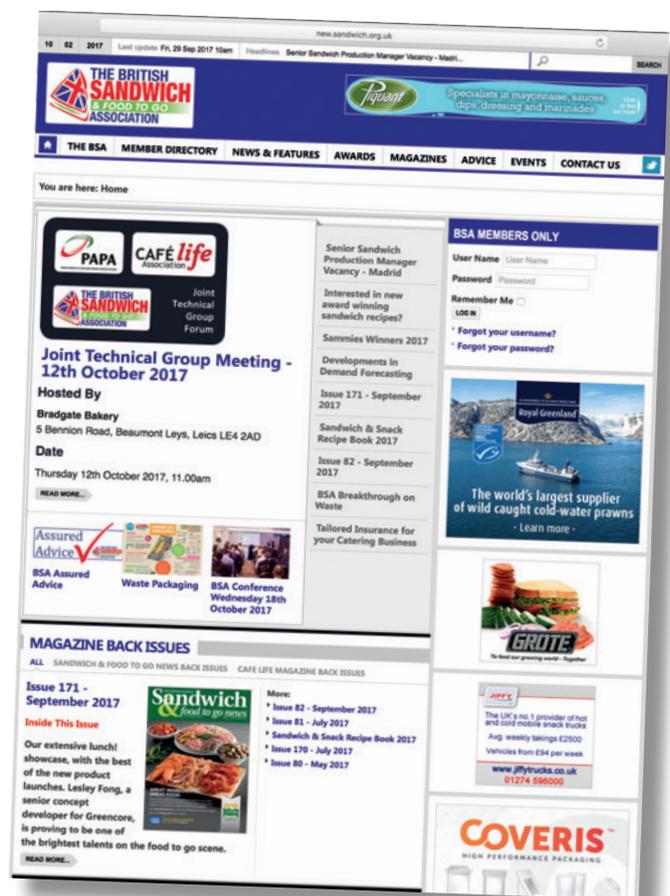
[www.sandwich.org.uk](http://www.sandwich.org.uk) - the home of the British Sandwich & Food to Go Association – is the UK's leading online resource for the sandwich industry.

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.

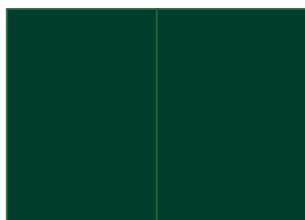
There are a number of packages we can offer, so get in touch to take advantage of online marketing opportunities with us.







# RATE CARD



## Double page spread

Type area = 260 x 385mm  
Bleed = 303 x 215mm  
Trim = 297 x 426mm



## Full page

Type area = 260 x 182mm  
Bleed = 303 x 216mm  
Trim = 297 x 210mm



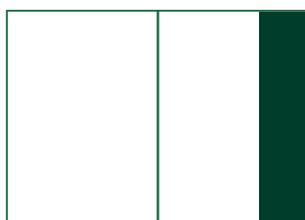
## Half page horizontal

130 x 180mm



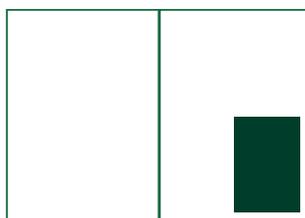
## Half page vertical

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).

# 2018 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.sandwich.org.uk](http://www.sandwich.org.uk)

## February Issue 173

**Advertising deadline: January 16th**

**Publication date: January 27th**

- Environmentally friendly food to go packaging
- Mayonnaise, sauces, pickles and relishes.
- Seafood for sandwiches and food to go.
- Hotelympia preview.

## March Issue 174

**Advertising deadline: March 2nd**

**Publication date: March 16th**

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

## May Issue 175

**Advertising deadline: April 16th**

**Publication date: April 30th**

- British Sandwich Week.
- Breakfast/morning options.
- Sandwich fillings.
- Made in Britain – sourcing UK ingredients and supplies for your business as a result of Brexit.

## July Issue 176

**Advertising deadline: June 8th**

**Publication date: June 25th**

- Labelling - a detailed review of recent legislation and new products on the market.
- British Sandwich Award Winners.
- Cleaning and hygiene materials and equipment.
- *Supplement: Sandwich Recipe Book (deadline May 11th).*

## September Issue 177

**Advertising deadline: Aug 29th**

**Publication date: September 13th**

- Lunch! Show preview: the trade's most focused show. 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 178

**Advertising deadline: November 8th**

**Publication date: November 23th**

- Shopfitting and design.
- Breads.
- Lunch show review.

# CONTACT

## EDITOR

SIMON AMBROSE

[t] 01291 636343 [m] 07764 420813

[e] [simon-ambrose@btconnect.com](mailto:simon-ambrose@btconnect.com)

## ADVERTISING

PAUL STEER

[t] 01291 636342

[e] [paul@jandmgroup.co.uk](mailto:paul@jandmgroup.co.uk)

## SUBSCRIPTIONS

KEVIN MINTON

[t] 01291 636335

[e] [kevin@jandmgroup.co.uk](mailto:kevin@jandmgroup.co.uk)

## PRODUCTION

JAYSON BERRY

[t] 01291 636339

[e] [jayson@jandmgroup.co.uk](mailto:jayson@jandmgroup.co.uk)

Sandwich &  
Food To Go News  
is a regular exhibitor at



See you there



Our team of food packaging design specialists is located at the heart of our thriving, dynamic manufacturing site.  
[www.colpacpackaging.com](http://www.colpacpackaging.com)



Visit [www.Planglow.com](http://www.Planglow.com) for labels, software, compostable packaging and more!