

A close-up photograph of two red ceramic cups filled with coffee. The cup in the foreground has a white saucer underneath and features a delicate latte art design resembling a heart or a stylized 'S'. The cup in the background is slightly blurred. They are resting on a dark, rustic wooden table.

CAFÉ *life* Magazine

MEDIA PACK 2019

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.

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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.88

SEPTEMBER 2018

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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 2019



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FEBRUARY – Issue 90

Editorial Deadline: 14th January
Advertising Copy Deadline: 21st January
Published: 4th February

Kombucha tea

Kombucha is a fermented tea that has been consumed for thousands of years, offering the same health benefits as tea as well as beneficial probiotics and reduced sugar, it is claimed. No wonder it's becoming popular in the café world. We find out more and ask if kombucha is a passing trend or development.

The vegetarian café

Vegetarian eating and veganism, and its associated demand for products, is on the rise. We invite some of the sector's suppliers to showcase their ranges, as well as profile the increasingly vegetarian nature of menus to be found in cafés and coffee shops.

Water treatment

How can you make sure that the water being used to make high quality beverages is 'fit for purpose'? We ask some water treatment and filtration experts about what steps cafes and coffee shops should be taking, and report on the systems available.

APRIL - Issue 91

Editorial Deadline: 13th March
Advertising Copy Deadline: 20th March
Published: 4th April

European Coffee Expo preview**Milk and milk alternatives**

With the UK's passion for milk-containing speciality drinks in the coffee and coffee shop arena showing no signs of abating, the milk and milk alternatives used to make them need to be consistent and of high quality. We find out what's available in the world of milk.

Coffee class

We invite some of the sector's coffee roasting companies to tell us more about their processes and coffees, and also take a look at some of the ranges of coffees cafés and coffee shops can source from suppliers for increasingly discerning customers.

Ice cream

A café favourite and staple, ice cream is an important part of a café or coffee shop's menu. We profile some ice cream-focused outlets, and review some of the latest ice cream product launches, also casting an eye to how to make your own to a high standard.

JUNE - Issue 92

Editorial Deadline: 10th May
Advertising Copy Deadline: 17th May
Published: 3rd June

Cafe Life Awards issue - preview**The sustainable café**

How can cafés and coffee shops reduce their impact upon the wider environment? How can they go plastic free, for example? Is sustainability all about packaging and careful use of energy resources, or are there more ways for operators to boost their sustainability credentials?

Cakes

Cakes are synonymous with cafés and coffee shops as reliable accompaniments to tea and coffee. We showcase some of the sector's star performers and invite comment from the sector's suppliers as to current and future cake trends and requirements, such as afternoon tea.

Coffee machines

In our annual look at coffee machines, we pick out some of the features and benefits of the latest and sector-leading espresso and bean to cup machines by asking what type of machine suits which type of outlet and skill-set, and why, with help from supplier input and case study profiles.

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!



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JULY - Issue 93**Editorial Deadline:** 24th June**Advertising Copy Deadline:** 1st July**Published:** 15th July**Café Life Awards issue - review****Tea**

The tea category continues to develop, if not be re-invigorated. We canvas the opinions and serving suggestions some of the sector's biggest tea brands, as well as those of the smaller, niche suppliers. We also profile some tea-focused café operators.

All day breakfast

In today's 'grab and go' world, breakfast has all-but become an all-day affair, with lots of products traditionally associated with the start of a morning now available across an entire day. With input from some of the sector's suppliers, we find out more about the products meeting this trend, as well as how our eating habits are changing.

Free from

It's fair to say that the café and coffee shop sector is now blessed with an impressive variety of innovative and appealing products to cater for the ever-diversifying dietary requirements of its consumers. Anything goes, it would seem! Consumers who are not necessarily coeliacs or vegetarian are also 'dabbling' in these products when in the café and coffee shop environment. We find out more.

SEPTEMBER - Issue 94**Editorial Deadline:** 15th August**Advertising Copy Deadline:** 22nd August**Published:** 5th September**Café Life Awards issue****lunch! Show issue****Café Culture Show issue****How to Guide...****Grab & Go**

From soups and sandwiches to salads, pasta and noodles, the grab and go food business is a very vibrant, creative and innovative one. We report on some of the 'to go' products now being retailed by cafés and coffee shops, as well as the packaging to make their retail and consumption as efficient as possible.

Something to drink

Regular visitors to this month's lunch! show can't help but be impressed by the array of new and existing soft beverages - in the form of smoothies, juices and probiotic drinks, for example – on show there. We report on the latest launches, trends and drinks innovations the café and coffee shop sector enjoys.

Design and branding

Looking good and conveying the right image is very important in the café and coffee shop world. We find out more about how this can be achieved through branding, as well as good choice of fixtures, fittings and furnishings.

NOVEMBER - Issue 95**Editorial Deadline:** 24th October**Advertising Copy Deadline:** 31st October**Published:** 15th November**Café cocktail culture**

We invite the movers and shakers in the world of café cocktail culture to show us how it's done, and how to set about adding coffee cocktails – both alcoholic and non-alcoholic – to a café's menu, with some festive recipe ideas.

Soups

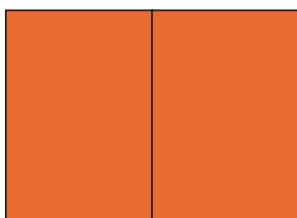
The winter sees the demand for soups surge as consumers seek something warm and tasty for the colder days, as well as still healthy. We draw attention to some of the latest developments and flavour offerings in this category.

Packaging

Above all else, a café or coffee shop's packaging needs to be fit for purpose, but it also needs to respect the environment and carry an outlet's branding and ethos. By highlighting some recent launches and popular, existing packaging ranges, we look at how suppliers - under the 're-use, recycle' spotlight as never before - are tackling the challenges.

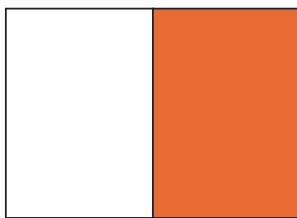
For more information on editorial contributions call Clare Benfield on 01291 636336 or email clare@jandmgroup.co.uk. For subscription and general enquiries please call 01291 636335 or email membership@thecafelife.co.uk

Rates Card



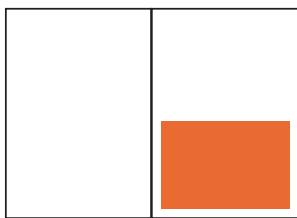
Double page spread

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Bleed = 303 x 215mm
Trim = 297 x 426mm



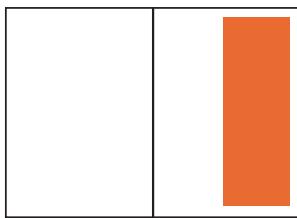
Full page

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



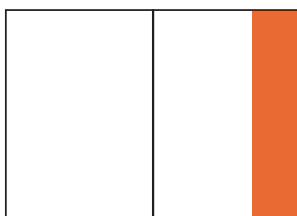
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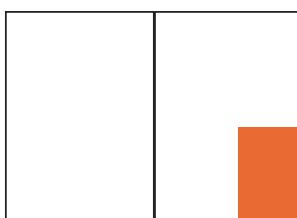
Half page vertical

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

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).

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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