



INTERNATIONAL Sandwich & *food to go news*

Media Pack 2019

Tel: 01291 636342

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
20 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

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 - 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.

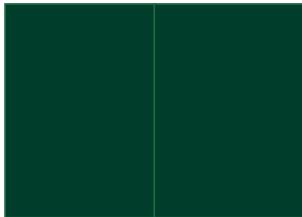
There are a number of packages we can offer, so get in touch to take advantage of online marketing opportunities with us.

The screenshot shows the homepage of sandwich.org.uk. At the top, there's a navigation bar with links for THE BSA, MEMBER DIRECTORY, NEWS & FEATURES, AWARDS, MAGAZINES, ADVICE, EVENTS, and CONTACT US. Below the navigation, there's a banner for 'THE BRITISH SANDWICH & FOOD TO GO ASSOCIATION'. The main content area includes a 'Joint Technical Group Meeting - 12th October 2017' section, a 'BSA MEMBERS ONLY' login area, and various news and event articles. At the bottom, there's a 'MAGAZINE BACK ISSUES' section with links to issues from September 2017 to May 2017.

OUTSTANDING DESIGNS

We are known for our outstanding magazine design, which helps make us the best-read publication in the business. Unlike our competitors, we are also completely focused on the area you want to know about, so you don't have to wade through a lot of miscellaneous material.

RATE CARD



Double page spread

Type area = 260 x 385mm
Bleed = 303 x 426mm
Trim = 297 x 420mm



Full page

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



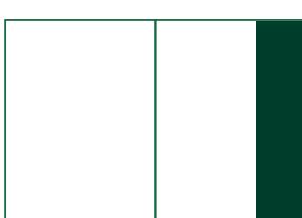
Half page horizontal

130 x 180mm



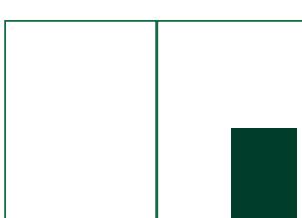
Half page vertical

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).

2019 FEATURES LIST

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February Issue 179

Advertising deadline: January 16th

Publication date: January 29th

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

March Issue 180

Advertising deadline: March 4th

Publication date: March 15th

- Packaging: new developments.
- EPoS (Electronic Point of Sale): what's on the market?
- New sandwich & food to go international trends and flavours.

May Issue 181

Advertising deadline: April 15th

Publication date: April 30th

- British Sandwich Week.
- Breakfast/morning options.
- Salads

June Issue 182

Advertising deadline: June 10th

Publication date: June 21st

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

September Issue 183

Advertising deadline: August 30th

Publication date: September 12th

- 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 184

Advertising deadline: November 15th

Publication date: November 29th

- Shopfitting and design.
- Breads.
- Sandwich bar and mobile refrigeration.

CONTACT

EDITOR

SIMON AMBROSE

[t] 01291 636343 [m] 07764 420813
[e] simon-ambrose@btconnect.com

ADVERTISING

PAUL STEER

[t] 01291 636342

[e] paul@jandmgroup.co.uk

SUBSCRIPTIONS

KEVIN MINTON

[t] 01291 636335

[e] kevin@jandmgroup.co.uk

PRODUCTION

JAYSON BERRY

[t] 01291 636339

[e] jayson@jandmgroup.co.uk

