

# FOOD & DRINK NEWS MEDIA PACK 2012



FOOD & DRINK NEWS

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# CIRCULATION PROFILE

FOOD & DRINK NEWS IS ONE OF THE LEADING TRADE PUBLICATIONS IN THE UK AND IRELAND, ESTABLISHED FOR OVER 14 YEARS, PROVIDING AN IN-DEPTH MONTHLY GUIDE FOR PROFESSIONALS ACROSS ALL SECTORS. IT IS PARTICULARLY POPULAR AMONGST CATEGORY BUYERS AND PROCUREMENT MANAGERS THROUGHOUT THE FOOD AND DRINK INDUSTRY.

The magazine maintains a strong strategic structure which guarantees a responsive audience and we can provide detailed circulatory figures to help you quantify your feedback from any involvement with the magazine.

The circulation cements Food & Drink News as an industry leader, with an estimated readership of over 75,000 key decision makers the magazine is used regularly by our readers for sourcing potential suppliers. We don't simply have a mailing list, we have readers.

I hope you have all the information you require, if however I can be of any further assistance please do not hesitate to contact me on +44 (0)1484 321000.

## CURRENT DISTRIBUTION BY PERCENTAGE / SECTOR

1. SUPERMARKETS / WHOLESALE CHAINS	14%
2. PROCESSING / MANUFACTURING	13%
3. PUB CHAINS / RESTAURANTS	12%
4. FOODSERVICES	12%
5. CORPORATE HOSPITALITY / CATERING	11%
6. INDEPENDENT RETAILERS / WHOLESALERS	8%
7. CONTRACT CATERING	7%
8. MAJOR BREWERIES / DISTILLERIES	6%
9. VENDING	6%
10. LOGISTICS, TRANSPORT & WAREHOUSING	6%
11. LABELLING & PACKAGING	5%

# FORTHCOMING FOCUSES

OUR DETAILED UNDERSTANDING OF THE FOOD AND DRINK WORLD ALLOWS US TO CHANGE WITH THE SEASONS AND MIRROR THE INDUSTRY AS IT CHANGES THROUGHOUT THE YEAR.

JANUARY 2012  
LOW FAT FOCUS

APRIL 2012  
WINE & CHAMPAGNE  
SOFT DRINK  
SAFETY IN THE WORKPLACE

JULY 2012  
FROZEN FOOD  
PACKAGING  
CORPORATE CATERING

OCTOBER 2012  
CONFECTIONERY  
DAIRY  
LABELLING

FEBRUARY 2012  
ETHNIC FOODS

MAY 2012  
BBQ / MEAT FISH AND POULTRY  
BEER & CIDER / BREWING  
FOOD & DRINK EXPO REVIEW

AUGUST 2012  
HALLOWEEN  
SNACKS, CRISPS & NUTS

NOVEMBER 2012  
CHEESE  
FISH  
READY MEALS / CONVENIENCE FOODS

MARCH 2012  
AIRLINE  
ICE CREAM  
FOOD & DRINK EXPO PREVIEW

JUNE 2012  
BAKERY  
LOGISTICS, TRANSPORT  
& WAREHOUSING

SEPTEMBER 2012  
CHRISTMAS

DECEMBER 2012  
DESSERTS / PUDDINGS  
COOKING SAUCES  
VEGETARIAN



FREE CORPORATE LITERATURE

# FREE COMPANY BROCHURE

FOOD & DRINK NEWS MAGAZINE IS WRITTEN AND PUBLISHED BY THOSE WHO UNDERSTAND THE FOOD AND DRINK INDUSTRIES. EVERYDAY WE SPEAK DIRECTLY TO THE PEOPLE THAT MATTER. THAT'S WHY WE WANT YOU TO TAKE ADVANTAGE OF THIS VAST RESERVOIR OF KNOWLEDGE BY COMMISSIONING A NEW COMPANY BROCHURE - COMPLETELY FREE OF CHARGE.

## WHAT'S THE CATCH?

The only stipulation is that an article around your company or development attracts advertising support from suppliers, thereby providing an adequate amount of space within the magazine to enable us to reprint your article into a stand-alone brochure. The cost of designing and printing a company brochure can cause a severe dent in a company's advertising budget. To take advantage of our offer makes complete financial and marketing sense.

Food & Drink News Magazine is far more than just a monthly publication, though. Providing a wide range of integrated media vehicles, it is well positioned to capitalise on the continual evolution taking place within the food and drink industry.

## IMPROVE YOUR SALES

This means that we can offer you a wide array of services, from web design through to public relations. Large and small companies alike regularly tell us that our focused approach helps them to make more money by improving sales volumes, organisational infrastructure, and market savvy.

Food & Drink News Magazine is dedicated to helping companies of any size and in any sector of the industry. Many of the industry's leading companies are already taking advantage of our services - shouldn't you?

## SOME OF OUR CLIENTS

JJ'S FAST FOOD  
VIRGIN ATLANTIC AIRLINES  
HOLDSWORTH FOODSERVICE  
TOTAL FOODSERVICE  
TYNESIDE FOODSERVICE  
AF BLAKEMORE FOODSERVICE  
HN NUTTALL FOODSERVICE  
NORTHERN FOODS  
BAKKAVOR GROUP  
UNIQUE PREPARED FOODS  
WAITROSE  
TESCO  
MAKRO  
SCOTTISH MIDLAND COOP  
MCDONALDS

BRITISH AIRWAYS  
SUBWAY  
BURGER KING  
NHS  
WELCOME BREAK  
ROAD CHEF  
FAIRFAX MEADOW  
ARAMARK  
SODEXHO  
BUNZL VENDING SERVICES  
COSTCUTTER  
DIAGEO  
PALMER & HARVEY  
WHITBREAD  
THE CO-OPERATIVE

PILGRIM FOODSERVICE  
FIRST GREAT WESTERN  
SHELL UK  
THE TODAY'S GROUP  
GLEESON GROUP  
TIMOTHY TAYLORS  
MARSTONS  
MAXOL  
**AND YOU?**

# SPECIAL POSITIONS AND DISPLAY RATES

ADVERT SIZE	SINGLE INSERTION		2-3 INSERTION		4-6 INSERTIONS		7-9 INSERTIONS		10-12 INSERTIONS	
SPECIFICATION	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO	F.COLOUR	MONO
DOUBLE PAGE	£3080	£2475	£2464	£1980	£2376	£1733	£1848	£1485	£1540	£1125
FULL PAGE	£1925	£1535	£1540	£1228	£1487	£1074	£1155	£921	£963	£696
HALF PAGE	£1188	£852	£950	£682	£862	£569	£713	£512	£594	£387
QUARTER PAGE	£792	£473	£634	£378	£574	£331	£475	£284	£396	£215

SPECIAL POSITION RATE CARD	MECHANICAL DATA	TYPE AREA DEPTH-WIDTH	BLEED AREA DEPTH-WIDTH
FRONT COVER POSITION <small>(+2 PAGE EDITORIAL FEATURE)</small>	QUARTER PAGE PORTRAIT	131 X 91MM	NO BLEED
INSIDE FRONT COVER	HALF PAGE PORTRAIT	272 X 91MM	NO BLEED
IST DPS IN MAG <small>(+1 PAGE EDITORIAL FEATURE)</small>	HALF PAGE LANDSCAPE	131 X 187MM	NO BLEED
GATE FOLD <small>(+25% FOR BINDING)</small>	FULL PAGE	277 X 210MM	303 X 236MM
BOUND INSERTS <small>(+25% FOR BINDING)</small>	DOUBLE PAGE	277 X 440MM	303 X 466MM

ALL PRICES ARE SUBJECT TO VAT

# ANOTHER SATISFIED CUSTOMER

IMPORTANT, HIGH QUALITY, DELIGHTED, BEST, VERY IMPRESSED, GREAT, CAPTURES, HIGH STANDARD, INNOVATIVE, UNDERSTANDING, THOUGHT, CARE, NICE, PLEASURE, HAPPY, PROACTIVE, CUSTOMER FOCUSED, GOAL DIRECTED, WHERE PEOPLES' OPINIONS SPEAK FOR THEMSELVES.

"We recently had an editorial in the Food & Drink News Magazine, together with brochures, produced and prepared with the support of our suppliers. We had a surprising number of suppliers who supported the brochure without complain. All in all we found the whole service to be efficient, effective and very useful."

**ROBERT A. N. ORR**  
**SEABAY LTD**

"As a general statement I was very happy with the process and service we received along with the quality of the finished article, I feel it represented what we wanted very well."

**PAUL HINSLEY**  
**HEAD OF CATERING**  
**FIRST GREAT WESTERN TRAINS**

"Following recent publication of our company brochure, I am more than pleased with the final product. In the early stages I was a little apprehensive about going ahead with the project, after discussions with the Food & Drink News Team, we agreed to proceed, throughout the stages I have never dealt with any company more informative with regards to keeping there finger on the button, I knew every step of the process from start to finish.

The final outcome of the company brochure has astounded myself at the sheer level of support. I would highly recommend any company to persue similar projects with the Food and Drink News Magazine. For a company which has never been involved with advertising, now has a high class brochure which is something to be proud of, all thanks to Alistair & the Food & Drink News Team"

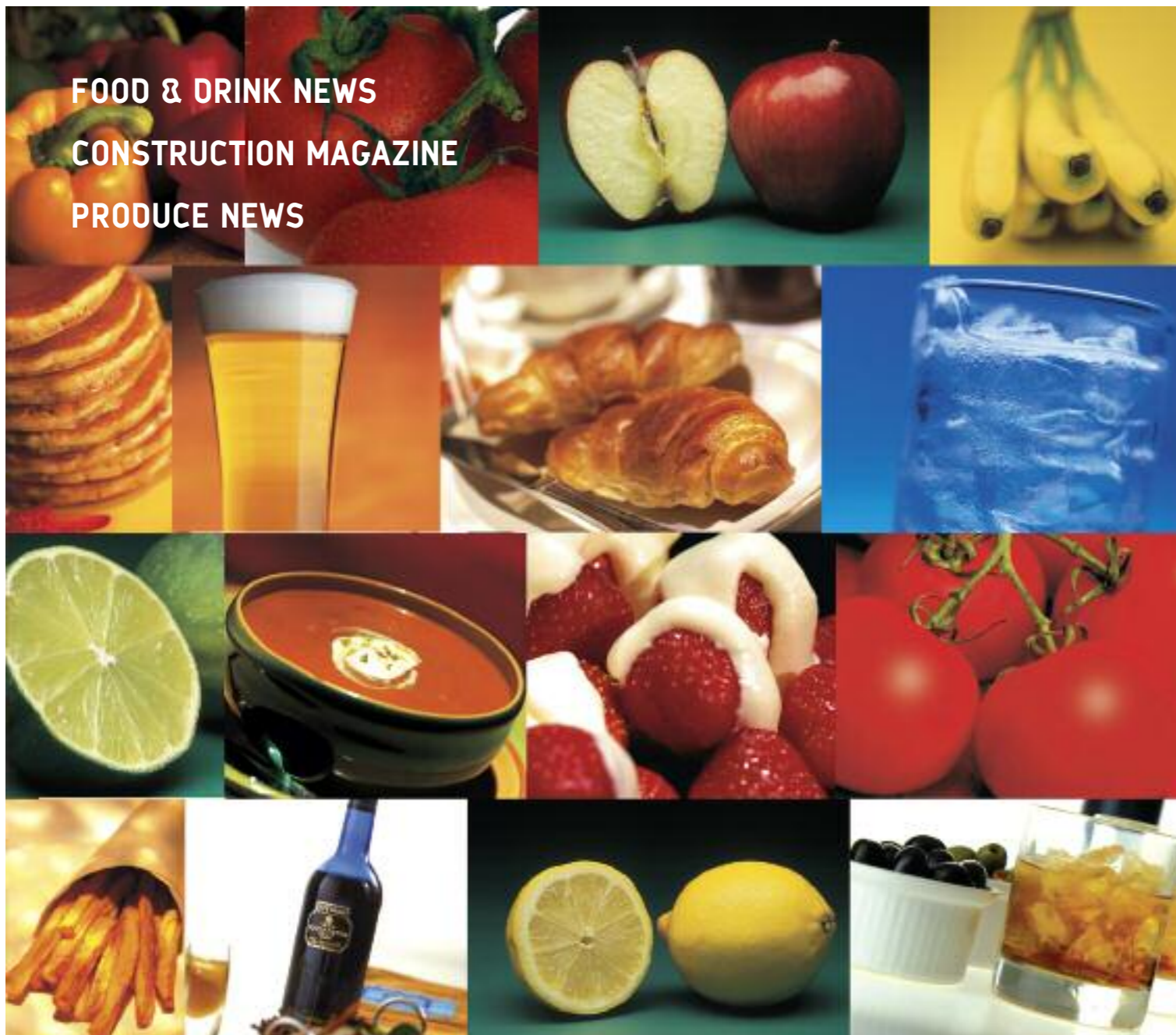
**RICHARD HOLEY**  
**SALES AND MARKETING MANAGER**  
**T SOANES & SONS**

"Our brochure was written with flare, the descriptive nature of the copy was easy to read and well-received by both our staff and customers. The design and finish was eye-catching and the matt finish gave the brochure greater depth and a quality feel."

**IAN PROUDFOOT**  
**DIRECTOR**  
**THE PROUDFOOT GROUP**

For the second time within 2 years we have been assisted with the team at Food and Drink News which can only be described as totally professional producing a quality corporate brochure on our latest investments and retail strategies within Ireland. The style and editorial content makes its an informative and distinctive brochure which we believe sets us apart from our competitors.

**BRIAN DONALDSON -**  
**GENERAL MANAGER, MARKETING & RETAIL**  
**THE MAXOL GROUP**



**FOOD & DRINK NEWS**  
**CONSTRUCTION MAGAZINE**  
**PRODUCE NEWS**

# KEY CONTACT DETAILS

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