INTERNATIONAL

# Sandwich & food to go news

## MEDIA PACK 2027



www.sandwichandfoodtogonews.co.uk

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# ABOUT US

*Sandwich & Food To Go News* magazine is the only UK trade publication totally dedicated to the sandwich and 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 30 years – we are also the voice of the Food to Go Association.

We know all the players and have established relationships at all levels with buyers, suppliers and management.

The bimonthly magazine includes regular profiles on outstanding outlets and individuals, case studies and dedicated sections for all aspects of the sandwich and food to go business, as well as pages devoted to new product developments.

Association activities are covered comprehensively, alongside news and trade activity. We include extensive 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 Food to Go 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. *Sandwich & Food to Go News* reflects the growing popularity of sandwiches and food to go around the globe.

FOOD TO GO ASSOCIATION









# FEATURES LIST 2027

## February Issue 227

**PREVIEWS:** *lunch! NORTH show (9-10 Mar)*
*International Food & Drink Event (5-7 Apr)*
**SPECIAL:** *AI, robotics, automation, machinery*

- Manufacturing, production, distribution
- Company and product profiles
- Sector innovation, key players

**FOCUS:** *Mobile catering* – trucks, vendors, global flavour trends, ingredients, menu versatility, equipment innovation

**Editorial & ad deadline: 13/1/27**
**Publication date: 27/1/27**

## April Issue 228

**SPECIAL:** *Packaging*

- Eco-friendly products and development
- Circular economy, profiles and thought leadership

**FOCUS:** *Meat products* – flavour trends, category development, quality ingredients, consumer demand, innovation

**PREVIEWS:** *Food & Drink Expo 2027, NEC Birmingham (12-14 Apr)*

**Editorial & ad deadline: 17/3/27**
**Publication date: 31/3/27**

## June Issue 229

**SPECIAL:** *Food to go future*

- International flavours, menu NPD
- Ingredients, versatility, carriers, festivals
- Salads, sushi, healthy options, sustainability

**EXCLUSIVE:** *Breakfast* – longer dayparts, cereal, cereal bars, all-day menus, convenience, market analysis, health-conscious consumer

**REVIEW:** *Sammies Awards, full results & winners*
*Foodservice Packaging Association (FPA) Awards*

**Editorial & ad deadline: 19/5/27**
**Publication date: 2/6/27**

## Jul/Aug Issue 230

**REVIEW:** *The Sammies Awards, exclusive Q&As,*
*FTG category analysis & maket insights*

**FOCUS:** *Environmental*

- Packaging, biodegradable products, waste disposal, labelling
- Thought leadership, profiles, case studies
- Reflections on 2027

**SPECIAL:** *Dips, sauces, relishes & chutneys* – international flavour profiles, NPD, healthy options, seasonal variety, pairings

**PREVIEW:** *lunch! Show - part one*

**Editorial & ad deadline: 30/6/27**
**Publication date: 14/7/27**

## Sep/Oct Issue 231

**PREVIEW:** *lunch! Show (part two - 22-23 Sep)*

**SPECIAL:** *Breads & wraps* – bakery market

- Product variety (loaves, wraps, naans, pitta, muffins, pretzels, ciabatta, foccacia, global flavours)
- Convenience options – for the consumer and operator/manufacturer, sustainability

**FOCUS:** *Hot food* – Hot-holding, products, innovation, pies, pasties, takeaways, equipment & emerging trends

**INSIGHT:** *Packaging* – key players, legislation, industry advice

**Editorial & ad deadline: 1/9/27**
**Publication date: 15/9/27**

## Nov/Dec Issue 232

**SPECIAL:** *Online ordering systems & logistics*

- EPoS/software tech developments
- Innovation, products, loyalty cards, customer experience
- Key sector players/Q&A/profiles

**INSIGHT:** *Cups & handheld items* – branding opportunities, bespoke printing and labelling, recyclability & carbon footprint

**FOCUS:** *Seasonal/festive fare, trends and NPD*

**PREVIEW:** *Plant-based, free from and vegetarian – Veganuary*

**Editorial & ad deadline: 27/10/27**
**Publication date: 10/11/27**

All dates correct at time of going to press.
For the most up-to-date information, visit sandwichandfoodtogonews.co.uk


**For more information contact:**
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**James Morgan, Advertising** - james.morgan@jandmgroup.co.uk


**www.sandwichandfoodtogonews.co.uk**






# FEATURES LIST 2027

## Events coverage

lunch! NORTH show (9-10 Mar)

International Food & Drink Event (5-7 Apr)

Food & Drink Expo 2027, NEC Birmingham (12-14 Apr)

Sammies Awards, full results & winners

2027 Foodservice Packaging Association (FPA) Awards

lunch! Show (22-23 Sep)




lunch! NORTH MANCHESTER CENTRAL

THE SAMMIES SANDWICH & FOOD TO GO INDUSTRY AWARDS

lunch! The contemporary food to go show

## THE SAMMIES
### SANDWICH & FOOD TO GO INDUSTRY AWARDS




### Be part of the awards journey

Put your brand at the heart of the industry's biggest celebrations, with year-round coverage of the the Sammies Awards and the Sandwich & Food to Go Designer competition in the magazine.

From the launch and call for entries through to judging, finalists, winners and our post-awards coverage, we follow the competitions every step of the way – creating multiple opportunities for advertisers and sponsors to connect with an engaged industry audience.

Coverage builds throughout the year, generating interest and excitement, while showcasing the people, products, businesses and creativity shaping the sandwich and food to go sector.

Aligning your advertising with our awards coverage gives your brand repeated visibility alongside some of the industry's most anticipated content.

***From launch to winners, make sure your brand is part of the story.***



### Industry insight you can trust

Supported by the Food to Go Association – formerly the British Sandwich & Food to Go Association – *Sandwich & Food to Go News* connects readers with authoritative information, practical advice and expert guidance on the issues shaping their businesses.

Throughout the year, our Association coverage keeps the industry informed on everything from food safety, labelling and changing legislation to employment and HR, technical standards and the wider challenges and opportunities facing the FTG sector.

The Association's work at the heart of the industry brings added authority and relevance to the magazine, helping make it a trusted source of information for manufacturers, retailers, operators and suppliers.

For advertisers, that trust creates a valuable environment for your message – positioning your brand alongside content that industry decision-makers rely on for information, guidance and insight.

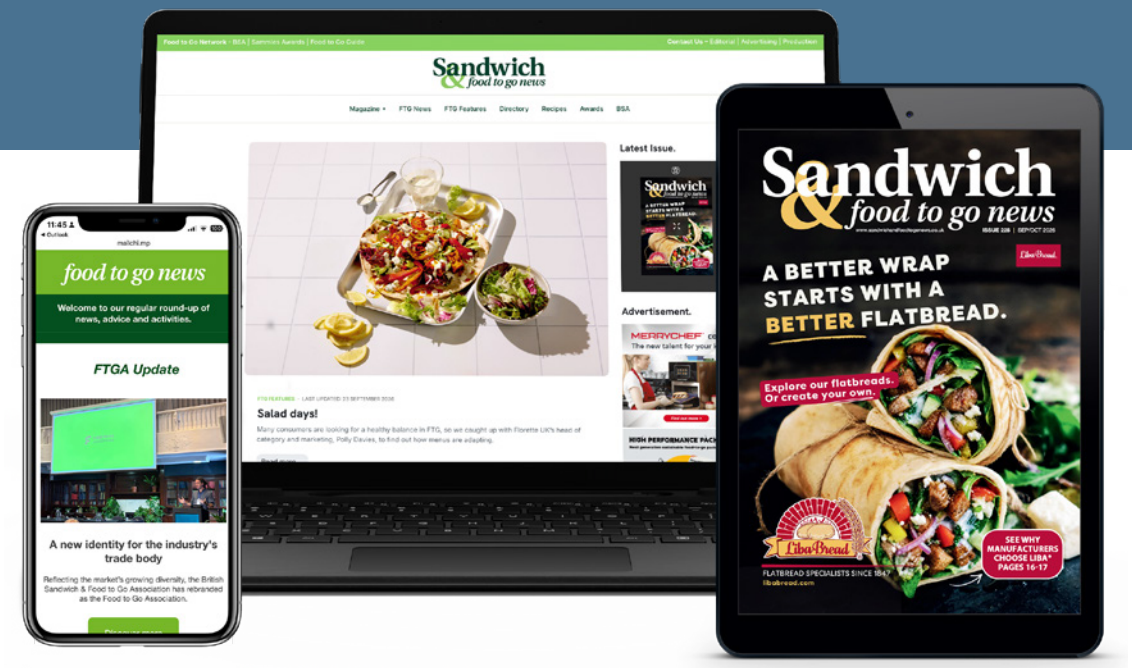
***Trusted industry insight. An engaged readership. A stronger platform for your brand.***

www.foodtogoassociation.co.uk

FOOD TO GO ASSOCIATION

# DISTRIBUTION

The magazine is distributed to over 10,000 people within the industry, either as hard copy or digitally, or both. Recipients include Food To Go Association members such as Greencore, WH Smith 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. The magazine is also distributed to events throughout the year, including the Sammies, lunch!, lunch! North and FoodEx. It is also emailed out on each publication date to our contacts within the industry.




# DIGITAL ADVERTISING

**www.foodtogoassociation.co.uk** – the home of the 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 7500 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.

In 2020, we launched a brand new magazine website – **sandwichandfoodtogonews.co.uk**
This offers access to our extensive library of back issues, all password-free, together with news, advice, a dedicated sandwich recipe section and the digital version of our annual Suppliers Directory.

The online version of each issue includes the opportunity to have hyperlinks from each advert.

## Web Banner Specs

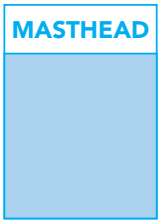
**300 x 250 pixels (w x h)** with a maximum files size of 250KB in JPG, PNG GIF or HTML5 format.
Banners can be static or animated and are available on sandwichandfoodtogonews.co.uk.

Solus HTMLs are also available and sent to circa 7000 email recipients on a chosen date. We feedback statistical results. Availability is limited so pre-booking is recommended.
**Prices start from £250 per solus HTML**.

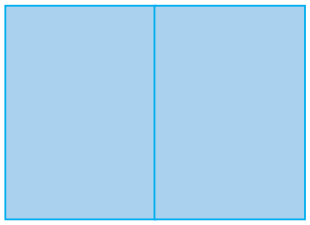
We also publish a monthly e-letter, *The Sandwich Round*, at the end of each month. This incorporates several press releases per issue and costs start from £100. Please supply circa 150 words text, headline, picture and link before the end of any month to james.morgan@jandmgroup.co.uk and your release will be created and sent.

**Please contact James Morgan for all options, as prices vary according to timescale and other factors.**

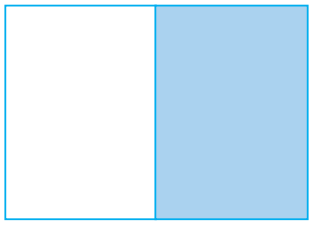
# RATES CARD



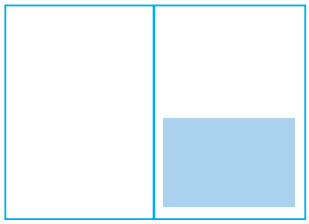

## FRONT COVER
Type area = 190 x 205mm
Bleed = 216 x 303mm
Trim = 210 x 297mm



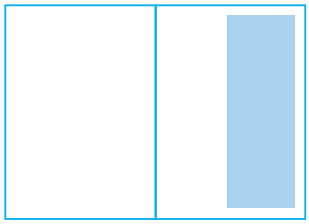
## DOUBLE PAGE SPREAD
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Bleed = 426 x 303mm
Trim = 420 x 297mm



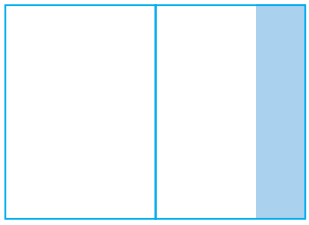
## FULL PAGE
Type area = 190 x 277mm
Bleed = 216 x 303mm
Trim = 210 x 297mm



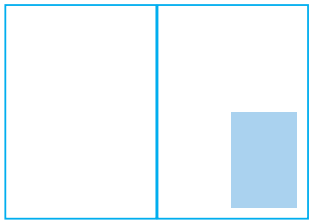
## HALF PAGE HORIZONTAL
180 x 130mm



## HALF PAGE VERTICAL
86 x 247mm



## THIRD PAGE VERTICAL
Bleed = 73 x 303mm
Trim = 70 x 297mm



## QUARTER PAGE VERTICAL
86 x 130mm

Dimensions are W x H.
Any questions and support, please contact
**gareth@jandmgroup.co.uk**

## Display Advertising Rates

| | |
|---|---|
| Front cover panel | **£2000** |
| Inside front cover | **£1800** |
| Outside back cover | **£1950** |
| Inside back cover | **£1750** |
| Double page spread | **£2600** |
| 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 42mm 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 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

Please contact James Morgan if you require information on any advertising formats/requirements which are not listed
james.morgan@jandmgroup.co.uk
**(01291) 636342**

j&mgroupltd.

# OUR EDITORIAL POLICY AND GUIDELINES

**J&M Group operates a strict editorial policy designed to ensure that both subscribers/readers and advertisers get real value from our magazines – *Café Life, Sandwich & Food to Go News* and *Pizza Pasta & Italian Food Magazine*. While we welcome editorial contributions, it is important that editorial is genuinely something that our readers want to know about.**

**News stories:** We are keen to hear about any news stories, from new openings and redesigns of outlets to industry events, appointments and trading updates.

**Product stories:** If you are a supplier submitting product stories, these must be newsworthy in the sense that they represent something genuinely new. When submitting product stories, please email directly to alex@jandmgroup.co.uk.

**Advisory articles:** We welcome advisory articles but they must be balanced, impartial and of genuine help in guiding operators. Such articles should not contain promotional references to the author's products, but we will acknowledge the contributor and where he/she is from in the introduction.

**Opinion articles:** If you have views you would like to express relating to the markets we cover, we welcome opinion articles but please speak to the editor about the subject matter before writing anything.

**Profiles:** Occasionally we profile businesses in the sectors we cover but there must be a strong case for doing so, such as a case study showing how a new approach to selling products is producing real results, or a development that is transforming the market.

**Market research:** We regularly run market trend stories from research organisations and welcome contributions, provided they are based on sound research.

**Paid-for advertorials:** Our magazines accept paid-for advertorials, which will be labelled appropriately. These are treated as advertising spaces and negotiated with the magazine sales teams.

