

# INTERNATIONAL Sandwich & food to go news

ADVERTISE IN OUR  
CLASSIFIED SECTION

FROM  
JUST **£40**  
PER EDITION

## Features list January-December 2017

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 167

Advertising deadline: January 16th

Publication date: January 27th

- Seafood.
- New sandwich & food to go international trends and flavours.
- Mayonnaise, sauces, pickles and relishes.
- IFE preview.

### March Issue 168

Advertising deadline: February 27th

Publication date: March 15th

- Packaging: new developments.
- EPoS; (Electronic Point of Sale): what's on the market?

### May Issue 169

Advertising deadline: April 7th

Publication date: April 26th

- **British Sandwich Week.**
- Breakfast/morning options.
- Staff uniforms and clothing
- Salads

### July Issue 170

Advertising deadline: June 9th

Publication date: June 24th

- 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 171

Advertising deadline: August 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 172

Advertising deadline: November 8th

Publication date: November 24th

- Shopfitting and design.
- Breads
- Lunch show review.
- Sandwich bar and mobile refrigeration.

#### 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@jandmgroupp.co.uk](mailto:paul@jandmgroupp.co.uk)

#### SUBSCRIPTIONS

SALES

[t] 01291 636333

[e] [membership@sandwich.org.uk](mailto:membership@sandwich.org.uk)

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### 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

*(Discounts are applied for series bookings)*

### Classified Advertising Rates

Sixteenth Page - 60mm high x 42 mm wide	Cost £115
Eighth Page - 60mm high x 88mm wide	Cost £215

*(Discounts are applied for series bookings)*

### Website Advertising Rates

Banner advertising and links are available on [www.sandwich.org.uk](http://www.sandwich.org.uk) as well as E-marketing and direct-mail options. Please call Paul Steer for more details on 01291 636342

All charges are subject to VAT at the current rate.

### Artwork Specification

All artwork should be supplied as a high resolution CMYK, PDF file on disk along with a hard copy colour accurate proof to JandM Group, Association House, 18c Moor Street, Chepstow, NP16 5DB. or on email: [jayson@jandmgroup.co.uk](mailto:jayson@jandmgroup.co.uk). Other formats can be accepted by arrangement, call: Jayson Berry on 01291 636 339 or email: [jayson@jandmgroup.co.uk](mailto:jayson@jandmgroup.co.uk)

Copy matter must conform to the publisher's requirements and additional work involved will be charged for. Thus the cost of making duplicate blocks or films, and necessary reprographic or origination work on material which is not strict accordance with copy requirements will be charged to the advertiser.



**Double page spread**  
Type area = 260 x 385mm  
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Trim = 297 x 426mm



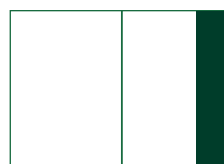
**Full page**  
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**Half page horizontal**  
130 x 180mm



**Half page vertical**  
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**Third page vertical**  
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**Quarter page vertical**  
86 x 130mm

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[t] 01291 636343 [m] 07764 420813

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

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

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