

CAFÉ *life*

Magazine



MEDIA PACK 2020

www.thecafelife.co.uk

01291 636333

ABOUT US

Café Life is the trade magazine of the UK's Café Life 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 16 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 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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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 trade association and the Café Life Awards - its prestigious annual industry awards).

This circulation is comprised of Café Life Association 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.co.uk), with an online magazine and the opportunity for advertisers and contributors to be part of regular e-bulletins and bespoke, targeted mail-shots.

CONTACT US

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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.



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.



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.



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 2020



FEBRUARY – Issue 96

Editorial Deadline: 14th January

Advertising Copy Deadline: 21st January

Published: 4th February

Food

Arguably, a café's food offering is more important than its coffee these days, with customers on the lookout for premium choices that offer authenticity, value for money and quality. With some recipe ideas, we take a look at what cafés and coffee shops can put on their food menu to give their business the edge.

Vegetarian

Vegetarian eating and veganism is becoming more widespread, but what are the implications for cafés and coffee shops? We report on new and existing vegetarian products, as well as recipe and menu ideas to help operators meet this demand.

Ice cream

With summer on the horizon, it's important that cafés and coffee shops have an ice cream and gelato offering in place. We report on some new launches and serving ideas, and also consider how to make your own ice cream in-house, and the skills and equipment required.



APRIL - Issue 97

Editorial Deadline: 13th March

Advertising Copy Deadline: 20th March

Published: 6th April

European Coffee Expo preview

Milk

The variety of milk now required by consumers in the coffee shop sector means that operators need to accommodate varied dietary requirements, hence the rise of dairy-free and plant-based milks. We take a look at new, and existing, milk products, and also consider the barista's point of view when it comes to texturing and foaming milk.

Coffee

Where are successful coffee shops and cafés sourcing their coffee from these days, and what criteria do they use for selection? With advice and input from the sector's suppliers, we find out more about how to put together an appealing coffee offering, and the vital role of roasters.

Water

The nature of the water you use to make your beverages should not be taken for granted as it can affect taste, as well as the working of your beverage-making machines. We find out more about how to manage and maintain good water quality in the coffee shop environment, as well as the systems available and the advice on offer from those in the field.



JUNE - Issue 98

Editorial Deadline: 8th May

Advertising Copy Deadline: 15th May

Published: 2nd June

Cafe Life Awards issue - preview

Sustainability

Cafés and coffee shops are very much in the public eye and at the forefront of the drive to save resources and follow a more sustainable way of life, but how is this achieved in practice, and could more be done? We canvas the opinion of operators and suppliers, and also report on eco-friendly products that can enable café businesses to do their bit.

Cakes

In our annual overview of cakes and bakes for the coffee shop sector, we report on new launches, as well as the trends that are now impacting the sector, such as free-from and portability, as well as flavour combinations and pairing with tea and coffee.

Coffee machines

As a significant investment, how do you choose the right coffee machine for your business, and what features and benefits should operators really be looking for? In recognising that all coffee shops and cafés are not the same, we canvas advice from the sector's machine suppliers.

***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!**



JULY - Issue 99

Editorial Deadline: 30th June

Advertising Copy Deadline: 7th July

Published: 23rd July

Café Life Awards issue - review

Tea

Tea-focused outlets are becoming increasingly popular as operators and consumers alike savour different types of tea and infusions, as well as the food pairings that go with them. We find out more about what it takes to put together a good tea menu in today's competitive market, as well as what new teas are now available, and how they are best prepared and served.

Breakfast

'Breakfast' is now invariably being eaten across all day parts, with consumers seeking out cafés and coffee shops as a source of something different, as well as healthy and wholesome, and often portable. We find out more about what type of products cafés and coffee shops can put on their all-day breakfast menus.

Free from

In the wake of allergens going unreported, or undetected, the free from requirements of what consumers require when they eat, and consequently what cafés and coffee shops serve, has taken on greater significance than ever before. We take a closer look at some free from fayre that cafés and coffee shops can source for their customers, as well as the need for correct labelling and to be allergen aware.



SEPTEMBER - Issue 100

Editorial Deadline: 14th August

Advertising Copy Deadline: 20th August

Published: 2nd September

Food to go

The food to go trend is an essential part of a café or coffee shop's business. From the type of foods that can be supplied in to go formats, to the type of packaging required to carry them, we take a look at what cafés and coffee shops are now offering their to go customers.

Drinks menu

With the lunch! show taking place month, many new drinks with strong appeal to the café and coffee shop sector are likely to be on show. From smoothies, juices and probiotic drinks and flavoured waters, we report on some of the latest launches, trends and drinks innovations.

Design and branding

How do you create a stylish, welcoming café or coffee shop environment, and what factors and considerations do operators need to have in mind when optimising their design budget? With case studies and input from designers working in the sector, we offer some advice and guidance on how to create a good look that works well for employees and customers.



NOVEMBER - Issue 101

Editorial Deadline: 14th October

Advertising Copy Deadline: 21st

October Published: 2nd November

Cocktails

In addition to coffee, tea, and soft drinks, there are a wide range of beverages in the cocktail category that cafés and coffee shops can serve. With recipe suggestions for both alcoholic and non-alcoholic cocktail options, we report on what cafés and coffee shops can add to their menu in time for the festive time of year.

Soups

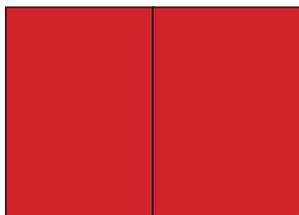
Typically popular during the colder months of the year, soups have long been café fayre, whether eaten in, or taken away in a to go format. We find out what flavours and products are currently available to the sector, as well as what's proving to be popular with customers, and the trends currently being experienced.

Packaging

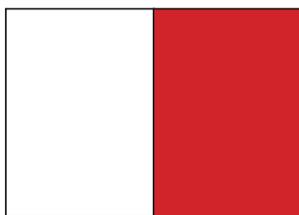
The diverse and versatile nature of packaging means that operators have plenty of choice when it comes to selecting the right type of packaging for their business. With advice from the sector's packaging suppliers on aspects such as recyclability, performance, branding and aesthetics, we offer some insight into what cafés and coffee shops should be selecting.

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

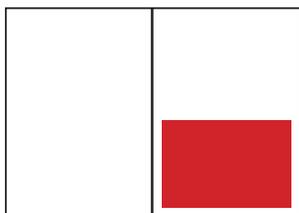
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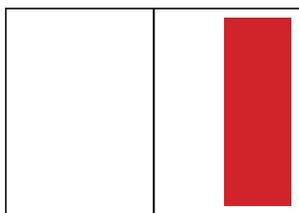
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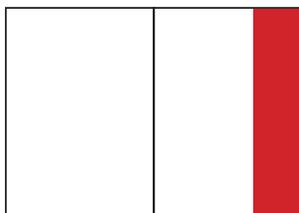
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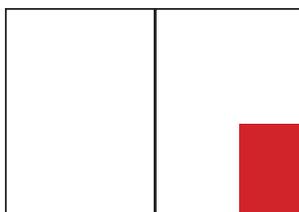
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HALF PAGE VERTICAL
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THIRD PAGE VERTICAL
 Bleed = 73 x 303mm
 Trim = 70 x 297mm



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 Café 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

Digital Advertising Rates

12 month supplier listing on Café Life website from	£125+
1 month web banner on Café Life website	£399
Advert on Café Life e-bulletin	£399
Solus e-blast	£599

*Please contact Sam Minton for information on the various packages available. sam@jandmgroup.co.uk (01291) 636333

Please contact Sam Minton if you require information on any advertising formats/requirements which are not listed (e.g. barn door, gatefold).
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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.