

A close-up photograph of a white ceramic cup filled with a latte, featuring a heart-shaped latte art design on the surface. The cup sits on a dark blue saucer with a white rim, placed on a rustic wooden table. In the background, another similar cup is visible, and a sprig of fresh rosemary is on the right side. The entire image is framed by a teal border.

# CAFÉ *life*

Magazine

**MEDIA PACK 2021**

[www.thecafelife.co.uk](http://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 18 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 17 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.

## CONTACT US

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# CAFÉ life

Magazine

## PROFILE

Café Life is circulated (in print and digital format) to some 10,000 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).

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](http://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.





# CAFÉ LIFE FEATURES LIST 2021

**C**afé 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!

## February Issue 102

Editorial deadline: 3rd February

Advertising deadline: 8th February

Publication date: 22nd February

- **Milk and milk substitutes**
- **Ice cream**
- **Vegetarian and vegan options**

## April Issue 103

Editorial deadline: 29th March

Advertising deadline: 1st April

Publication date: 15th April

- **Coffee machines**
- **Tea**
- **Breakfast**

London Coffee  
Festival  
&  
European Coffee,  
Tea and Soft  
Drinks Expo

## June Issue 104

Editorial deadline: 14th May

Advertising deadline: 17th May

Publication date: 3rd June

- **Cakes**
- **Cold drinks**
- **Equipment**

## August Issue 105

Editorial deadline: 5th August

Advertising deadline: 10th August

Publication date: 24th August

- **Packaging & Waste systems**
- **Hot foods for Autumn**
- **Biscuits**

Lunch!  
Show  
&  
Café  
Culture  
Show

## October Issue 106

Editorial deadline: 30th September

Advertising deadline: 5th October

Publication date: 19th October

- **Food to Go**
- **Property**
- **Shopfitting**

## December Issue 107

Editorial deadline: 29th November

Advertising deadline: 3rd December

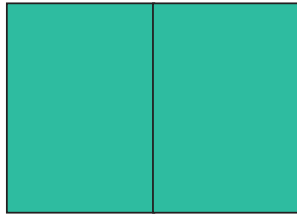
Publication date: 15th December

- **Festive drinks**
- **Breads**
- **Snacks (crisps, nuts etc.)**

At the time of issue, the dates on this features list are as accurate as they can be in light of an unprecedented 2020, and the associated knock-on effects which will undoubtedly still be experienced in 2021. Please refer regularly to [www.thecafelife.co.uk](http://www.thecafelife.co.uk) for any future changes or updates.

For more information on editorial contributions call Clare Benfield on 01291 636336 or email [clare@jandmgroup.co.uk](mailto:clare@jandmgroup.co.uk). For subscription and general enquiries please call 01291 636335 or email [membership@thecafelife.co.uk](mailto:membership@thecafelife.co.uk)

# RATES CARD

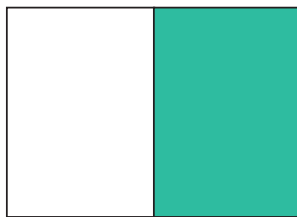


## DOUBLE PAGE SPREAD

Type area = 260 x 385mm

Bleed = 303 x 215mm

Trim = 297 x 426mm



## FULL PAGE

Type area = 260 x 182mm

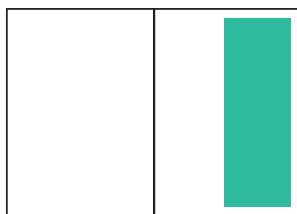
Bleed = 303 x 216mm

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

sam@jandmgroup.co.uk (01291) 636333

# CAFÉ life

## Magazine

### DIGITAL ADVERTISING OPTIONS



1 month web banner on Café Life website	£399	E-newsletter	£499
Advert on Café Life e-bulletin	£399	Hyperlink from digital advert	Free
Solus e-blast	£599	Embedded video on digital advert	£69
MPU banner on the website	£299 pcm	Listing on the Café Life digital supplier directory	From £25 per annum

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

## 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.