

# CAFÉ *life*

Magazine

MEDIA PACK  
2022

[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 18 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 2022

**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 108

Editorial deadline: 23/1/22

Advertising deadline: 28/1/22

Publication date: 9/2/22

- **Caffe Culture**
- **Milk and milk alternatives**
- **Ice cream**
- **Vegetarian options and free-from**

## April Issue 109

Editorial deadline: 8/3/22

Advertising deadline: 11/3/22

Publication date: 23/3/22

- **LCF, European Coffee Expo**
- **Coffee machines**
- **Tea**
- **Breakfast**

London  
Coffee Festival  
&  
European  
Coffee  
Expo

## June Issue 110

Editorial deadline: 13/05/22

Advertising deadline: 16/05/22

Publication date: 27/05/22

- **Cakes**
- **Coffee suppliers**
- **Equipment**

## September Issue 111

Editorial deadline: 8/8/22

Advertising deadline: 11/8/22

Publication date: 23/8/22

- **Caffè Culture, lunch!**
- **Packaging and waste systems**
- **Hot foods**
- **Biscuits**

Caffè  
Culture  
Show

lunch!  
Show

## November Issue 112

Editorial deadline: 3/10/22

Advertising deadline: 6/10/22

Publication date: 19/10/22

- **Coffee Shop Innovation Expo**
- **lunch! show**
- **Food to go**
- **EPOS systems**
- **Shopfitting**

## December Issue 113

Editorial deadline: 21/11/22

Advertising deadline: 25/11/22

Publication date: 7/12/22

- **Ice Cream & Artisan Food Show**
- **Festive drinks**
- **Breads**
- **Snacks**
- **A look ahead to Veganuary**

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)

# 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.**

**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 that you may have, 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 that is genuinely new. When submitting product stories please email these to [clare@jandmgroup.co.uk](mailto:clare@jandmgroup.co.uk) directly with a covering note highlighting exactly what it is that is new. We do not accept advertorials in the editorial pages but we will consider updates on products to include in our Product News sections provided that they are accompanied by a photograph and no more than 75 words in length.

**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 me about the subject matter before writing anything.

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

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

**Paid for advertorials:** Our magazines do accept paid for advertorials which will appear under a heading stating they are 'advertorials'. These are treated as advertising spaces and negotiated with the magazine sales teams.

# 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 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

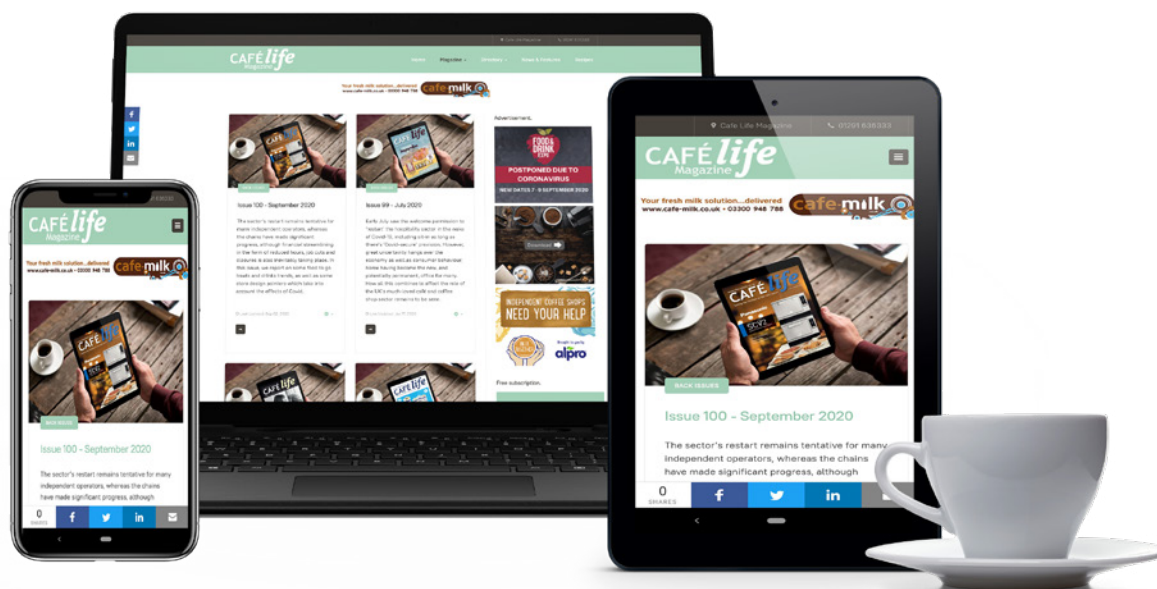
Please contact Sam Minton if you require information on any advertising formats/ requirements which are not listed (e.g. barn door, gatefold).

sam@jandmgroupp.co.uk (01291) 636333

# CAFÉ *life*

## Magazine

### DIGITAL ADVERTISING OPTIONS



**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

**MPU banner on the website**

**£299 pcm**

News feature

£99

**E-newsletter**

**£499**

Hyperlink from digital advert

Free

**Embedded video on digital advert**

**£69**

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.