

CAFÉ *life*

MEDIA PACK 2024



www.thecafelife.co.uk

PROFILE

Café Life is circulated (in print and digital format) to some 10,000 industry professionals across the retail, foodservice and 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 (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.

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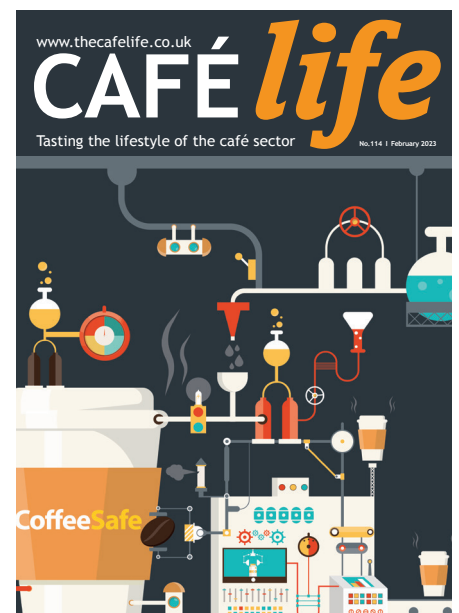
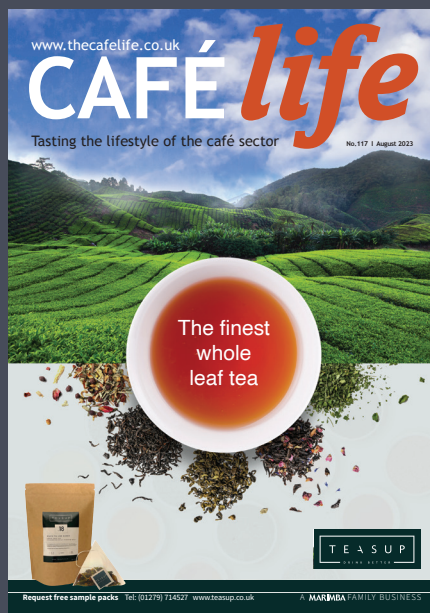
ABOUT US

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 more than two decades in circulation, Café Life magazine (formerly Café Culture, and prior to that Real Coffee) has been at the forefront of vibrant industry development and media coverage.

Having reported on the progress 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.

Editor Alex Bell has been in the media sector for over 25 years. He will be a regular attendee at all the key industry events and symposiums, taking J&M Group's three magazines forward with a combination of thought-leadership articles, NPDs, news and legislation updates, previews, reviews and so much more.



CAFÉ *life* FEATURES LIST 2024

Spring Issue 120

SPECIAL: Coffee suppliers/roasters

- Developing trends, NPD, beans, tasting notes, coffee schools, barista training
- Roasting types/levels, Fairtrade, sustainability, emerging markets
- Syrups, coffee flavours, iced coffee, white coffee, decaf

FOCUS: Ice cream/Desserts – new products for 2024, trends, machinery, equipment, ice cream makers, flavours, gelato, soft serve, mixes, Q&A thought leadership

EXCLUSIVE: Water – filters, equipment, approach for operators, relevance to tea and coffee, sector developments, technology.

PREVIEWS: London Coffee Festival

INSIGHT: Tea – types and trends, loose leaf, high grade, profiles, tea training, courses, artisan blends

RECIPES: Spring special – Café food (hot & cold) and drinks

Editorial deadline: 30/1/24

Advertising deadline: 2/2/24

Publication date: 15/2/24

Autumn Issue 122

PREVIEWS: lunch! show & Caffè Culture

SPECIAL: Chocolate and biscuits

- Sweet treats market, operator profiles, thought leadership, Q&A
- NPD/healthier, sugar-free/indulgence
- Review of 2024 consumer demand

FOCUS: Hot food – café/coffee house approach, breakfast and brunch, light bites, sides, international cuisine (Asian, Mexican, etc), innovation and NPD

INSIGHT: Packaging and waste disposal systems – green credentials, operator profiles, analysis, consumer perspectives, recycling, reuse, govt updates, NPD

IN-DEPTH REPORT: Cakes/Desserts – consumer demand, European-style offerings, healthy ranges, smaller bites, doughnuts, macarons, gluten-free & vegan, bakery selections

EXCLUSIVE: Festive drinks preparation – coffee and tea flavours, Xmas specials, recipes, NPD

Editorial deadline: 13/8/24

Advertising deadline: 16/8/24

Publication date: 29/8/24



Summer Issue 121

SPECIAL: Coffee machines

- Operators, manufacturers, in-home, out-of-home
- Technology developments/new ranges/trends
- Q&A and thought leadership on the changing face of the market

INSIGHT: Sustainability – cups, single-use cutlery, eco-friendly products, trends, case studies, sector advice, govt legislation

EXCLUSIVE: Vegetarian and free from – category development, NPD, innovation, consumer trends, foodservice insight

IN-DEPTH: Shopfitting and design – interior and exterior, al fresco dining, case studies, refurb, display, countertops, seating, furniture, high street and independents

FOCUS: Cold drinks – cold brew, milk shakes, NoLo, canned/bottled water and future trends

PREVIEW: World of Coffee

Editorial deadline: 7/5/24

Advertising deadline: 10/5/24

Publication date: 23/5/24



Winter Issue 123

SPECIAL: Veganuary preview & milk alternatives

- Q&A operator interviews and thought leadership
- Products, market insights, evolving consumer demand
- Different ranges of oat milk, soy milk, with 2024 review and 2025 preview

FOCUS: Food to go – OOH eating trends, premiumisation, healthy and vegan, street food trends, Asian cuisine, value, hot sandwiches and beverages

INSIGHT: Hygiene – Materials, food safety, new products, sustainability, eco-friendly, staff training

EXCLUSIVE: Captains of industry – ones to watch, operational goals, Q&A

IN-DEPTH: Kitchen equipment – counter display, hot-holding, trends, case studies, profiles and interviews

PREVIEW: Ice Cream & Artisan Food Show

Editorial deadline: 12/11/24

Advertising deadline: 15/11/24

Publication date: 28/11/24



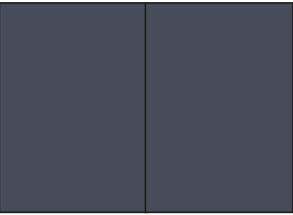
We additionally have regular features throughout the year, including Specials Board, interviews, profiles, training, tech focus, advice and so much more.

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

For more information contact:
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www.thecafelife.co.uk

RATES CARD



DOUBLE PAGE SPREAD
Type area = 260 x 385mm
Bleed = 303 x 426mm
Trim = 297 x 426mm



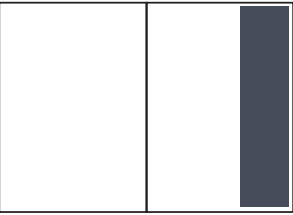
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Trim = 297 x 210mm



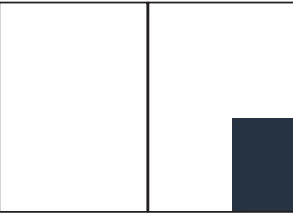
HALF PAGE HORIZONTAL
130 x 180mm



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 Café 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 Ethan Leaning if you require information on any advertising formats/requirements which are not listed (e.g. barn door, gatefold).

ethan@jandmgroup.co.uk (01291) 636333

CAFÉ life

DIGITAL ADVERTISING OPTIONS



12 month supplier listing on Café Life website from	£125*	News feature	£99
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 Ethan Leaning for information on the various packages available. ethan@jandmgroup.co.uk (01291) 636333

PLEASED AS BRUNCH

Whether it's bites and fries or Asian cuisine, OOH casual dining is on the up, presenting an ideal revenue opportunity for café and coffee shop operators.

SOCIAL NETWORKING
In the office, there's been an uptick in consumer confidence and dining out. But how, when the people are doing it, is of key importance to the café sector – with smaller chains and independent operators.

Increasing challenges for hospitality have been well documented. During a small café visit in Bristol, the owner of a popular independent café, Kate Thomas, shared her insights.

London's independent café scene is thriving. In 2023, the sector is expected to see a 10% increase in revenue, with a focus on social media and digital marketing.

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NOT FOOD

Food and drink together. Consumers are trading down from the restaurant, but those OOH casual dining operators are making the most of it. They're not just selling food, they're selling an experience.

BITE-SIZED INNOVATION
Garden independent means a great way of thinking the mood, with budget-friendly, casual and fun, casual eateries catering the needs of a busy day.

Operate a successful business from the convenience of expertly produced, award-winning products which are easy to prepare and serve. A long history of innovation, led by Charlotte Phillips, trade marketing manager, for Kettle Foods, has been instrumental in shaping the industry and producing products that are loved by consumers.

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Winning with tea

With our national drink still subject to poor preparation in the out of home setting, greater attention to detail is required with recognition now on offer from the UK Tea Academy in the form of the 'Tea for' award for those making the grade.

LOOKS LIKE THE KEY
When it comes to customers and guests, nothing calls for more attention than a cup of tea. This keeps the experience high, and the preparation is simple. The preparation is simple, and the preparation is simple.

TEA MAKING TIPS
1. Fill a traditional kettle (not a hot water dispenser) with fresh cold water from the tap. This keeps the experience high, and the preparation is simple. The preparation is simple, and the preparation is simple.

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Serve the best teas

So often tea can be a disappointment but appreciative customers will never return when you serve the best tea. These are the best teas.

Our traditional afternoon tea is brewed in England and we have single-origin teas from all the famous tea producing areas of the world. Around there, we have a dozen tea in the best of the best.

We can advise on preparing a tea menu and have tips on serving the best tea. Contact us for samples - and see more returning customers.

greytea.co.uk/wholesale

For the world's greatest teas.

OUR EDITORIAL POLICY AND GUIDELINES

J&M Group operates a strict editorial policy, designed to ensure that 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 to alex@jandmgroup.co.uk directly.

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.



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.