

CAFÉ *life*

MEDIA PACK 2025



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 businesses, 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 mailouts, as well as via 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 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 2025

thecafelife.co.uk

Spring Issue 124

SPECIAL: Coffee suppliers/roasters

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

PREVIEW: lunch! NORTH show (11-12 March)

FOCUS: Ice cream/desserts – milkshakes, trends, machinery, equipment, ice cream makers, gelato, soft serve, mixes, Q&A thought leadership

EXCLUSIVE: Syrups & flavourings – types and trends, menu innovation, monetisation, NPd

INSIGHT: Tea – loose leaf, high grade, profiles, tea training, courses, artisan blends, herbal, global influence, market growth

Editorial deadline: 28/1/25

Advertising deadline: 31/1/25

Publication date: 13/2/25



Autumn Issue 126

PREVIEWS: lunch! show (24-25 September)

HOW TO START & RUN A COFFEE BAR: Volume eight –

The essential guide for new operators across:

- Brand marketing, insight, data and tech
- Coffee machines, baristas, training, blends & profiles
- Tea, cold drinks, Gen-Z trends, food menus
- Packaging, eco-friendly options, furniture, equipment, shopfitting
- Case studies, innovation, opinion features and so much more

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

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

Editorial deadline: 12/8/25

Advertising deadline: 15/8/25

Publication date: 28/8/25



Summer Issue 125

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: Recyclable products – cups, single-use cutlery, bamboo/wood, case studies, sector advice, govt legislation, repurposed furniture & equipment

IN-DEPTH: Shopfitting and design – interior and exterior, alfresco dining, case studies, refurb, display, countertops, seating, furniture, high street and independents, outdoor events/festivals

SPECIAL: Chocolate and biscuits – sweet treats market, operator profiles, NPd/healthier, sugar-free/indulgence

Editorial deadline: 6/5/25

Advertising deadline: 9/5/25

Publication date: 22/5/25

Winter Issue 127

SPECIAL: Veganuary preview/free from/gluten free

- Q&A operator interviews and thought leadership
- Products, market insights, evolving consumer demand
- Different ranges of milk alternatives, oat milk, soy milk, with 2025 review and 2026 preview

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

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

IN-DEPTH: Kitchen equipment – counter display, hot-holding, ovens, microwaves, dishwashers, time-saving devices, case studies, profiles and interviews

PREVIEW: Ice Cream & Artisan Food Show

Editorial deadline: 11/11/25

Advertising deadline: 14/11/25

Publication date: 27/11/25



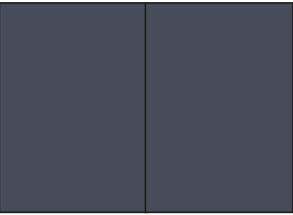
We additionally have regular features throughout the year, including Specials Board, interviews, profiles, training, tech focus, advice and so much more.

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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Paul Steer, Advertising - paul@jandmgroup.co.uk

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RATES CARD



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



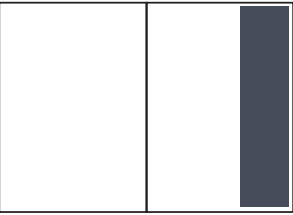
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Bleed = 303 x 216mm
Trim = 297 x 210mm



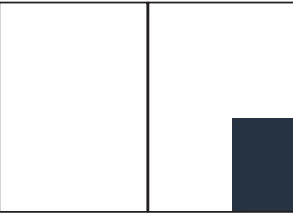
HALF PAGE HORIZONTAL
130 x 180mm



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 *Café Life*, please be sure to make note of the specifications below to comply with our standards.

1. High resolution (300dpi images) PDF press ready
2. 3mm bleed on Full Page advertisements
3. All fonts to be embedded or converted to outlines

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

paul@jandmggroup.co.uk (01291) 636342

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 Paul Steer for information on the various packages available. paul@jandmggroup.co.uk (01291) 636342

We offer a standard banner size at **300pixels by 250pixels** width. Please contact Paul Steer for other options.

Solus HTMLs are also available and sent to over 6,000 email recipients. Availability is limited so pre-booking is recommended. **Prices start from £250 per solus HTML.**

We can embed videos-links and similar to the digital version **(contact Paul Steer for more details)**

AVANT GARDEN DINING

Rebecca Calvey, trade marketing manager for La Lorraine Bakery Group, provides valuable insight on a market that continues to defy expectations.

What makes a good cake for the occasion? The answer is simple: it's a cake that is easy to eat, easy to share, and easy to transport. The cake should be moist, tender, and have a good texture. It should also be easy to cut and serve. The cake should be easy to eat, easy to share, and easy to transport. The cake should be moist, tender, and have a good texture. It should also be easy to cut and serve.

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Time for tea

Felicity Fowler, head of tea experience at JING, explains how versatile this essential menu offering can be.

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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 any content is something that our readers genuinely 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. Please email 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 8000 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 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 visit 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.