

# CAFÉ *life*

MEDIA PACK 2026



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

# CONTACT US

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# CAFÉ *life*

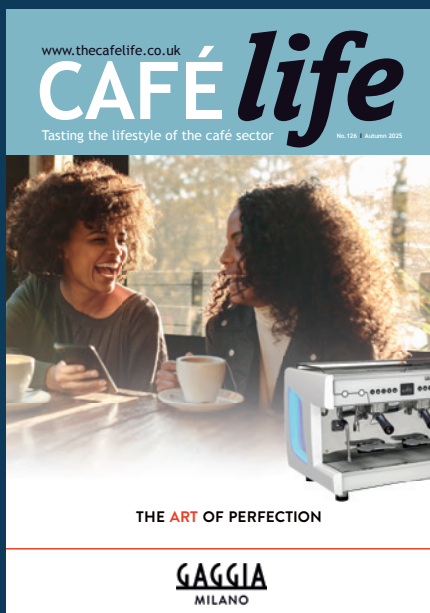
## ABOUT US

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 26 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 2026

thecafelife.co.uk

## Spring Issue 128

**SPECIAL: Coffee suppliers/roasters**

- Flavours, iced coffee, white coffee, decaf, Gen Z
- NPD, trends, beans, tasting notes, coffee schools, barista training
- Roasting types/levels, Fairtrade, sustainability, emerging markets

**FOCUS: Nutri-bars/protein bars, biscuits and chocolate** – sweet treats, operator profiles, healthier, sugar-free

**EXCLUSIVE: Syrups & flavourings** – types and trends, menu innovation, monetisation, fusion drinks, Instagrammable

**INSIGHT: Tea** – matcha, bubble, profiles, training, courses, artisan blends, herbal, global influence, market growth

**PREVIEWS: lunch! NORTH show (10-11 March)**

**Food & Drink Expo - Farm Shop & Deli Show (13-15 April)**

**London Coffee Festival (14-17 May)**

**Editorial deadline: 17/2/26**

**Advertising deadline: 20/2/26**

**Publication date: 5/3/26**



## Summer Issue 129

**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

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

**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

**Editorial deadline: 5/5/26**

**Advertising deadline: 8/5/26**

**Publication date: 21/5/26**

## Autumn Issue 130

**PREVIEWS: lunch! show (24-26 September)**

**HOW TO START & RUN A COFFEE BAR: Volume nine** – 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, 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: 11/8/26**

**Advertising deadline: 14/8/26**

**Publication date: 27/8/26**

## Winter Issue 131

**SPECIAL: Winter warmers**

- Hot food, hot-holding technology, FTG trends, meal deals, pasties, wraps, sides, convenient offerings
- Seasonal favourite drinks, hot chocolate, coffee, tea, NPD

**FOCUS: Food to go** – OOH eating trends, premiumisation, healthy and vegan, street food trends, Asian cuisine, value, sandwiches and beverages, operator profiles, market statistics

**EXCLUSIVE: Captains of Industry** – success stories of the year, ones to watch, operational goals, Q&A

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

**PREVIEW: Ice Cream & Artisan Food Show**

**Editorial deadline: 3/11/26**

**Advertising deadline: 6/11/26**

**Publication date: 19/11/26**

### Sweet profits

Desserts have moved beyond occasional indulgences and are now central to café culture. And that's a London Bakery Group has the knowledge to help operators take advantage of this trend.

**BAKERY EXPANSION:** The UK's largest and most varied group makes a business with operators ranging from smaller chains to higher, health-conscious bakeries. In 2025, operating on 100 sites, the group reached 200 million\* up from 100 million in 2021\* and the number of sites is set to reach 150 by 2027. The group is also expanding into new markets, with a focus on the US and Canada. "We're looking at the US market as a key area for growth," says Celia. "We're also looking at the Canadian market as a key area for growth."

**HEALTHY CHOICES:** Consumers are increasingly mindful about what they eat and are looking for healthier options. "We're seeing a shift towards healthier options," says Celia. "We're seeing a shift towards healthier options."

**INNOVATION:** The group is constantly innovating with new products and flavours. "We're constantly innovating with new products and flavours," says Celia. "We're constantly innovating with new products and flavours."

**TRAINING:** The group is investing in training for its operators. "We're investing in training for our operators," says Celia. "We're investing in training for our operators."

**RETAIL:** The group is expanding its retail presence. "We're expanding our retail presence," says Celia. "We're expanding our retail presence."

**FRANCHISE:** The group is offering franchise opportunities. "We're offering franchise opportunities," says Celia. "We're offering franchise opportunities."

**VEGAN:** The group is offering vegan options. "We're offering vegan options," says Celia. "We're offering vegan options."

**GLUTEN-FREE:** The group is offering gluten-free options. "We're offering gluten-free options," says Celia. "We're offering gluten-free options."

**LOCAL:** The group is offering local options. "We're offering local options," says Celia. "We're offering local options."

**ONLINE:** The group is offering online options. "We're offering online options," says Celia. "We're offering online options."

**DELIVERY:** The group is offering delivery options. "We're offering delivery options," says Celia. "We're offering delivery options."

**WHOLESALE:** The group is offering wholesale options. "We're offering wholesale options," says Celia. "We're offering wholesale options."

**RETAIL PARTNERSHIPS:** The group is offering retail partnerships. "We're offering retail partnerships," says Celia. "We're offering retail partnerships."

**COFFEE:** The group is offering coffee options. "We're offering coffee options," says Celia. "We're offering coffee options."

**TEA:** The group is offering tea options. "We're offering tea options," says Celia. "We're offering tea options."

**BEVERAGES:** The group is offering beverage options. "We're offering beverage options," says Celia. "We're offering beverage options."

**CONFECTIONERY:** The group is offering confectionery options. "We're offering confectionery options," says Celia. "We're offering confectionery options."

**CHOCOLATE:** The group is offering chocolate options. "We're offering chocolate options," says Celia. "We're offering chocolate options."

**ICE CREAM:** The group is offering ice cream options. "We're offering ice cream options," says Celia. "We're offering ice cream options."

**GELATO:** The group is offering gelato options. "We're offering gelato options," says Celia. "We're offering gelato options."

**SOFT SERVE:** The group is offering soft serve options. "We're offering soft serve options," says Celia. "We're offering soft serve options."

**MILKSHAKES:** The group is offering milkshake options. "We're offering milkshake options," says Celia. "We're offering milkshake options."

**SMOOTHIES:** The group is offering smoothie options. "We're offering smoothie options," says Celia. "We're offering smoothie options."

**YOGURT:** The group is offering yogurt options. "We're offering yogurt options," says Celia. "We're offering yogurt options."

**WAFLES:** The group is offering waffle options. "We're offering waffle options," says Celia. "We're offering waffle options."

**PANCAKES:** The group is offering pancake options. "We're offering pancake options," says Celia. "We're offering pancake options."

**CRÊPES:** The group is offering crepe options. "We're offering crepe options," says Celia. "We're offering crepe options."

**WAFFLES:** The group is offering waffle options. "We're offering waffle options," says Celia. "We're offering waffle options."

**FRUIT:** The group is offering fruit options. "We're offering fruit options," says Celia. "We're offering fruit options."

**VEGETABLES:** The group is offering vegetable options. "We're offering vegetable options," says Celia. "We're offering vegetable options."

**MEATS:** The group is offering meat options. "We're offering meat options," says Celia. "We're offering meat options."

**DAIRY:** The group is offering dairy options. "We're offering dairy options," says Celia. "We're offering dairy options."

**EGGS:** The group is offering egg options. "We're offering egg options," says Celia. "We're offering egg options."

**GRAIN:** The group is offering grain options. "We're offering grain options," says Celia. "We're offering grain options."

**LEGUMES:** The group is offering legume options. "We're offering legume options," says Celia. "We're offering legume options."

**SEEDS:** The group is offering seed options. "We're offering seed options," says Celia. "We're offering seed options."

**NUTS:** The group is offering nut options. "We're offering nut options," says Celia. "We're offering nut options."

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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:**  
**Alex Bell, Editor - alex@jandmgroup.co.uk**  
**Paul Steer, Advertising - ads@thecafelife.co.uk**

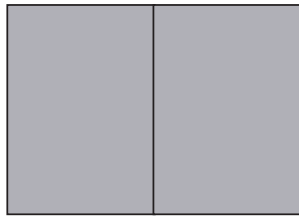
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# RATES CARD



## Display Advertising Rates

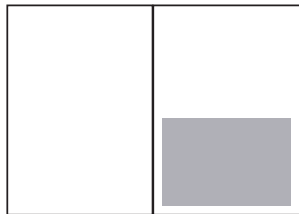
Front cover panel .....	£2000
Inside front cover .....	£1800
Outside back cover .....	£1950
Inside back cover .....	£1750
Double page spread .....	£2500
Page .....	£1450
Half .....	£875
Third vertical.....	£695
Quarter .....	£495
Tip on page.....	Available on request
Inserts .....	Call for more details



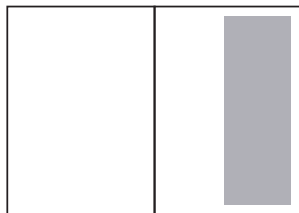
**DOUBLE PAGE SPREAD**  
Type area = 260 x 385mm  
Bleed = 303 x 426mm  
Trim = 297 x 426mm



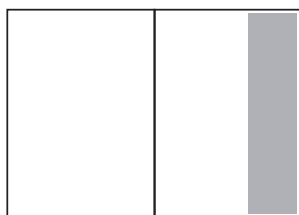
**FULL PAGE**  
Type area = 260 x 182mm  
Bleed = 303 x 216mm  
Trim = 297 x 210mm



**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

## 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).

[ads@thecafelife.co.uk](mailto:ads@thecafelife.co.uk) (01291) 636333

# CAFÉ life

## DIGITAL ADVERTISING OPTIONS



- 12 month supplier listing on Café Life website **from £60**
- Web banner on [www.thecafelife.co.uk](http://www.thecafelife.co.uk): price varies according to timespan. **Please enquire for a quote**
- Press release with link, 100 words, picture in monthly What's Brewing? e-letter **at £125**

- Solus HTMLs: available as one or a package. **Please enquire for a quote**
- Hyperlink from digital advert **Free**
- Listing on the Café Life digital supplier directory **£25 per issue**

Please contact Paul Steer for information on the various packages available. [ads@thecafelife.co.uk](mailto:ads@thecafelife.co.uk) (01291) 636333

### Web Banner Specs

**300 x 250 pixels (w x h)** with a maximum files size of 250KB in JPG, PNG GIF or HTML5 format. Banners can be static or animated.

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

## 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 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](http://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.