

# 2020 FEATURES LIST

The magazine includes regular profiles on outstanding outlets and individuals, and dedicated sections to all aspects of the sandwich and food to go business, as well as pages devoted to new product developments. British Sandwich Association activities are covered comprehensively, together with industry news and trade activity. It is also a 'must' read for those needing to keep up with legislation connected with all aspects of the industry. International Sandwich & Food to Go News reflects the increasing popularity of sandwiches around the globe.

The magazine is also available online by visiting [www.sandwich.org.uk](http://www.sandwich.org.uk)

## February Issue 185

Advertising deadline: January 17th

Publication date: January 29th

- Veganuary: a look at the latest vegan launches.
- Environmentally-friendly packaging review..
- Mayonnaise, sauces, pickles and relishes.
- Seafood for sandwiches and food to go.

## March Issue 186

Advertising deadline: March 2nd

Publication date: March 16th

- Packaging: new developments.
- Meat products and ingredients for sandwiches and manufacturing.
- Foodex preview..

## May Issue 187

Advertising deadline: May 5th

Publication date: May 19th

- Online ordering and other delivery options: beat the Coronavirus
- Breakfast/morning options.
- Salad ingredients.

NEW  
DATE

## July Issue 188

Advertising deadline: June 26th

Publication date: July 3rd

- Labelling/packaging - a detailed review of recent legislation and new products on the market..
- Drinks focus: the latest in soft drink news.
- Snacks focus
- *Supplement: Sandwich & FTG Recipe Book (Deadline - 1st week of June)*

NEW  
DATE

## September Issue 189

Advertising deadline: August 25th

Publication date: September 11th

- Lunch! Show preview: A look at what's new.
- Sandwich Cheese: latest products on the market.
- Soups and hot products.
- Hot beverages and equipment.
- Sammies and British Sandwich week preview.
- *Supplement: How to start and run a sandwich bar Volume 2. (Deadline mid-July)*

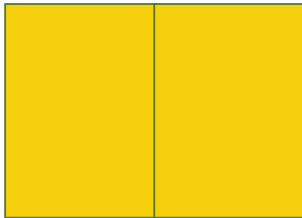
## November Issue 190

Advertising deadline: November 16th

Publication date: November 30th

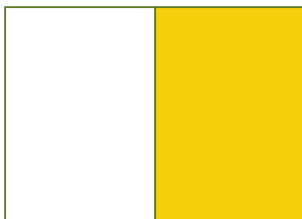
- Shopfitting and design.
- Breads.
- Lunch show review.

# RATE CARD



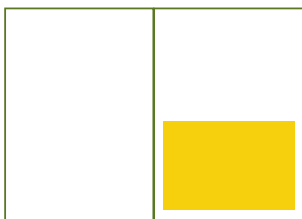
## DOUBLE PAGE SPREAD

Type area = 260 x 385mm  
Bleed = 303 x 426mm  
Trim = 297 x 420mm



## FULL PAGE

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



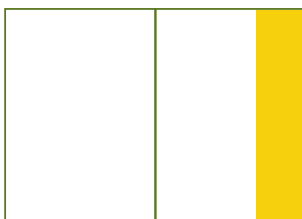
## HALF PAGE HORIZONTAL

130 x 180mm



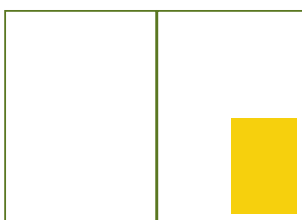
## HALF PAGE VERTICAL

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 Sandwich & Food To Go News 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

## Website Options

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

We also produce e-letters twice a month within which we can offer to run press releases and links etc. Availability is limited so pre-booking is recommended. Prices start from £150 per e-letter. For more details contact Paul Steer (see final page for details).