



2011 Media Information

2011

2011 Editorial Features

January/February 2011

Editorial copy – 14 January
Publication – 4 February

Seafish Awards 2010/2011
Drinks & Beverages
EPOS & Retailing Aids
Hygiene

April

Editorial copy – 1 April
Publication – 22 April

Sausages
Pizza
Packaging

July/August

Editorial copy – 15 July
Publication – 5 August

Frying Ranges
Icecream & Desserts
Condiments

October

Editorial copy – 30 September
Publication – 21 October

Fridges & Freezers
Side Orders
Batters

March

Editorial copy – 25 February
Publication – 18 March

Burgers
Oils & Fats
Shop Image & Branding

May/June

Editorial copy – 13 May
Publication – 3 June

Chips & Potato Products
Fish & Fish Products
Poultry

September

Editorial copy – 26 August
Publication – 16 September

Kebabs
Specialist Foods
(Halal, kosher, special diet)
Pies, Pastries & Bakery Products

November/December

Editorial copy – 11 November
Publication – 2 December

Franchising
Kitchen Equipment
Catering for Kids

NB Delivery via Royal Mail is within 7 days of publication date

Ad Rates

Ad rates

Ad Size		No of insertions		
		1	2-4	5-8
Full page	4 colour	£1200	£950	£800
Half page	4 colour	£650	£550	£450
Quarter page	4 colour	£350	£325	£275

NB – Pantone-and special colour rates on request

Special positions

Front Cover Package* £2000

*Comprises cover application image, contents page thumbnail & 1 page advertising feature

Inside Front Cover	£1500
Inside Back Cover	£1500
Outside Back Cover	£1500

Blurb

Contact details

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Technical specifications

All sizes quoted are in mm and are depth x width

Size of space	Type area	Trim size	Bleed size
Double page spread	259 x 395	297 x 420	303 x 426
Full page	259 x 185	297 x 210	303 x 216
Half page - horizontal	127 x 185	146 x 210	149 x 216
Half page - vertical	259 x 91	297 x 102	303 x 105
Quarter page - horiz. strip	60 x 178	82 x 210	85 x 216
Quarter page - standard	127 x 91		

Copy can be accepted as press-ready PDF, TIFF, EPS or JPG files. Fish & Chips and Fast Food is produced using InDesign CS1, and correctly packaged layout files in this format can be accepted.

Please contact Wendy for any extra information: 01256 764270