



**pizza**  
**pasta**  
& *Italian food magazine*

**MEDIA PACK 2026**

[www.pizzapastamagazine.co.uk](http://www.pizzapastamagazine.co.uk)

# PROFILE

Pizza, Pasta & Italian Food Magazine is circulated to some 10,000 industry professionals across the retail, foodservice and manufacturing sectors of the UK's Italian food business, and the supply chain which supports it – many of whom are also actively involved in the PAPA trade association and the 'PAPAs', its prestigious annual industry awards.

Circulation is comprised of PAPA members, including independent and chain operators, subscriptions and targeted promotional mail-outs, as well as regular media partnerships (the EPS, for example).

The publication also boasts a significant web presence (pizzapastamagazine.co.uk), with an online magazine and the opportunity for advertisers and contributors to be part of regular e-bulletins and bespoke, targeted mailshots.

# CONTACT US

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# pizza pasta

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# ABOUT US

Pizza, Pasta & Italian Food is the trade magazine of the UK's Pizza, Pasta & Italian Food Association – which celebrated its 45th anniversary in 2022. Starting out as the *Pizza Press* in the early 1980s, the magazine soon established itself as a unique source of news and information for those in the UK's burgeoning Italian food and restaurant trade. A distinction it has maintained to this day.

Over the years, the magazine has reported on the sector-defining rise and popularity of brands such as Pizza Hut, Domino's and Pizza Express, alongside cutting-edge independents who have made their mark. More recently, it has focused on oven trends, the continuing drive to bring authentic Italian products and dishes to UK palates, financial challenges – especially around imports and exports – while expanding its focus on profiles, show previews, restaurant launches, recipes and thought leadership articles.

Editor, Alex Bell, who has worked in journalism for 26+ years, has redeveloped and energised the content and design of the magazine – and has the ear of many of the main players in the UK market. He is also editor of sister publication, *Café Life*.



**March Issue 232**

**SPECIAL:** *Pizza toppings*

- Popular ingredients, consumer demand, gourmet, meats, international trends
- Gluten-free, free-from, vegan, vegetarian, organic, sustainability

**FOCUS:** *Cheese and dairy* – new products and campaigns, Italian traditions, alternative cheese, flavours and profiles

**PREVIEW:** *IFE – International Food & Drink Event* (30 Mar-1 Apr)



**International Food & Drink Event**

**Editorial deadline:** 3/2/26  
**Advertising deadline:** 6/2/26  
**Publication date:** 19/2/26

**May Issue 233**

**SPECIAL:** *Flour* – Italian tradition, varieties, NPD

**EXCLUSIVE:** *Ovens and kitchen equipment* – energy-saving and NPD, company profiles/Q&A, trends & next generation

**FOCUS:** *Business operations*

- Franchising case studies/property/international expansion
- Delivery challenges, technology, insurance, hygiene, safety
- Premises, new sites

**PREVIEW:** *The International Franchise Show* (17-18 Apr)

**Editorial deadline:** 24/3/26  
**Advertising deadline:** 27/3/26  
**Publication date:** 9/4/26

**July Issue 234**

**SPECIAL:** *Tomatoes* – seasonal outlook, prices, climate factors, company profiles, supply, market forecasts

**FOCUS:** *Plant-based & free from/vegan/vegetarian*

- Foodservice operators and manufacturers
- Product developments and consumer trends
- Six-month 2026 analysis

**EXCLUSIVE:** *AI/tech/delivery* – staffing, market leaders, EPoS

**FOCUS:** *Italian wines*

**Editorial deadline:** 26/5/26  
**Advertising deadline:** 29/5/26  
**Publication date:** 11/6/26

For more information, contact:  
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**August Issue 235**

**PREVIEWS:** *The National Restaurant, Pub & Bar Show/lunch!* (16-17 Sep); *Speciality & Fine Food Fair* (15-16 Sep)

**FOCUS:** *Pizza/pasta schools* – UK operators, expansion, teaching techniques, schedules

**SPECIAL:** *Drinks* – alcoholic, non-alcoholic, wine focus, tea/coffee, menu innovation, pairing

**EXCLUSIVE:** *Italian bread*

- Focaccia/pizza bianca/ciabatta, etc
- Deli profiles and sandwich fillings
- Consumer favourites & seasonal trends

**FOCUS:** *Italian wines*

**INSIGHT:** *Pizza bases & dough balls* – trends, ingredients, dietary alternatives, business partnerships

**Editorial deadline:** 28/7/26  
**Advertising deadline:** 31/7/26  
**Publication date:** 13/8/26



**October Issue 236**

**EXCLUSIVE:** *Commercial kitchens/delivery & ordering systems* – EPoS, hot bags, energy saving, packaging, ovens, equipment

**PREVIEW:** *EPS*

**FOCUS:** *Italian wines*

**SPECIAL:** *Pasta & pasta sauces*

- NPD & consumer trends
- Manufacturer/operator insight & company profiles
- Festive market & offers

**Editorial deadline:** 29/9/26  
**Advertising deadline:** 2/10/26  
**Publication date:** 15/10/26



**December Issue 237**

**SPECIAL:** *PAPA Awards review*

**REVIEW:** *EPS/2026 insights*

**FOCUS:** *Italian wines*

**INSIGHT:** *Oils and fats* – new products, innovation, trends

**FOCUS:** *Ice cream & desserts*

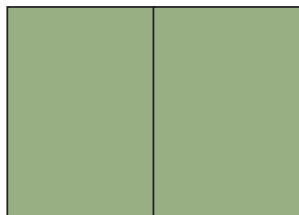
**Editorial deadline:** 1/12/26  
**Advertising deadline:** 4/12/26  
**Publication date:** 17/12/26



All dates correct at time of going to press.  
For the most up-to-date information, visit [pizzapastamagazine.co.uk](http://pizzapastamagazine.co.uk)

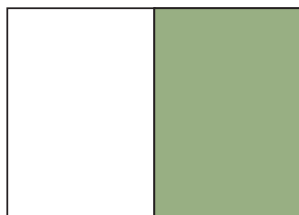


# RATES CARD



## 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 186mm



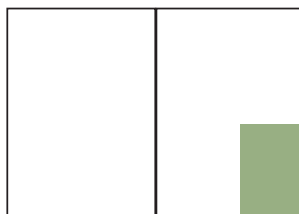
## HALF PAGE VERTICAL

256mm x 90mm



## THIRD PAGE VERTICAL

Bleed = 73 x 303mm  
Trim = 70 x 297mm



## QUARTER PAGE VERTICAL

90 x 130mm

## DISPLAY ADVERTISING RATES

Front cover panel .....	£1850
Inside front cover .....	£1550
Outside back cover .....	£1850
Inside back cover .....	£1550
Double page spread .....	£2250
Page .....	£1350
Half .....	£850
Third .....	£650
Quarter .....	£575
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.

If you are interested in any of the above, please contact Andrew Emery on 01291 636334 or [andrew@jandmgroup.co.uk](mailto:andrew@jandmgroup.co.uk)

## ARTWORK SPECIFICATION

If you are supplying your own artwork to *Pizza, Pasta & Italian Food Magazine*, 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

We offer a standard web banner size at **300 x 250 pixels (w x h)** with a maximum files size of 250KB in JPG, PNG GIF or HTML5 format.

Solus HTMLs are also available and sent to over 5,000 email recipients. Availability is limited so pre-booking is recommended.

**Prices start from £399 per solus HTML.**

We can embed videos-links and similar to the digital version.

For costs and availability, contact Andrew Emery

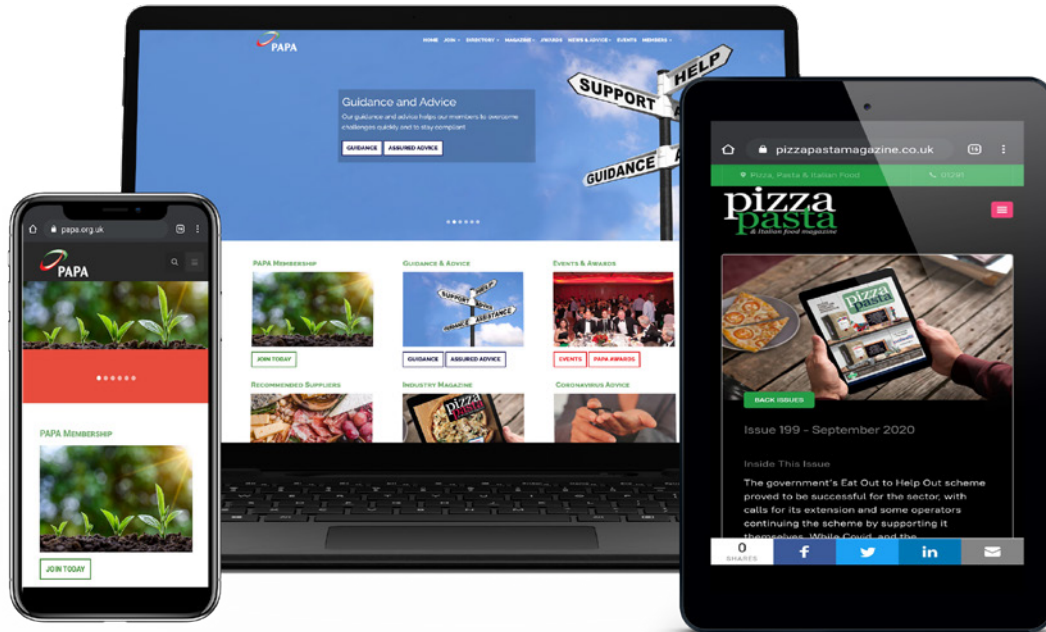
Email: [andrew@jandmgroup.co.uk](mailto:andrew@jandmgroup.co.uk)

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## DIGITAL ADVERTISING OPTIONS



- 12 month supplier listing on Pizza Pasta website from **£125\***
- 1 month web banner on Pizza Pasta website **£399**
- Non Solus advert on Pizza Pasta e-bulletin **£399**
- Solus e-bulletin **£599**

- Banner on Pizza Pasta website **£350 pcm**
- News feature **£99**
- E-newsletter **£499**
- Embedded video on digital advert **£69**
- Listing on the Pizza Pasta digital supplier directory **From £25 per annum**

\*Please contact Andrew Emery for information on the various packages available. [andrew@jandmgroup.co.uk](mailto:andrew@jandmgroup.co.uk) (01291) 636334

### SIX APPEAL

Santa Maria has opened another pizzeria in London, where attention to detail is everything.

**OFF BROADWAY**  
Santa Maria is proud to be a community of businesses, especially in the current economic climate. That's why Santa Maria has been successful for years, with a loyal customer base. The success of Santa Maria is due to the quality of the food, the service, and the atmosphere. Santa Maria is proud to be a community of businesses, especially in the current economic climate. That's why Santa Maria has been successful for years, with a loyal customer base. The success of Santa Maria is due to the quality of the food, the service, and the atmosphere.

**THE LOCALS**  
The locally sourced ingredients are the key to Santa Maria's success. The locally sourced ingredients are the key to Santa Maria's success. The locally sourced ingredients are the key to Santa Maria's success.

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### BUSINESS OPERATIONS

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### TOMATOES

## The authentic choice

Quality and provenance are making the difference of a thriving M&S UK, according to Louise Johnson, head of category & shopper marketing.

**Can you expect any more and better quality in 2021?**  
High quality, provenance and transparency are the key to success in 2021. High quality, provenance and transparency are the key to success in 2021.

**How do you see the market in 2021?**  
The market is expected to be more competitive and focused on quality and provenance. The market is expected to be more competitive and focused on quality and provenance.

### TOMATOES

**Discover the Range**

Discover the Range of M&S tomatoes, offering a variety of options for your business. Discover the Range of M&S tomatoes, offering a variety of options for your business.

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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 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, representing something that is genuinely new. Please email these to [alex@jandmgroup.co.uk](mailto:alex@jandmgroup.co.uk) for consideration.

**Advisory articles:** We welcome these, but they must be balanced, impartial and of genuine assistance to 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 speak to the editor about the subject matter before writing anything.

**Profiles:** We occasionally profile businesses but there must be a strong case for doing so, such as a case study showing how an approach to selling products is producing real results, or how a new development is transforming the market.

**Market research:** We regularly run market trend stories from key research organisations, 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.

