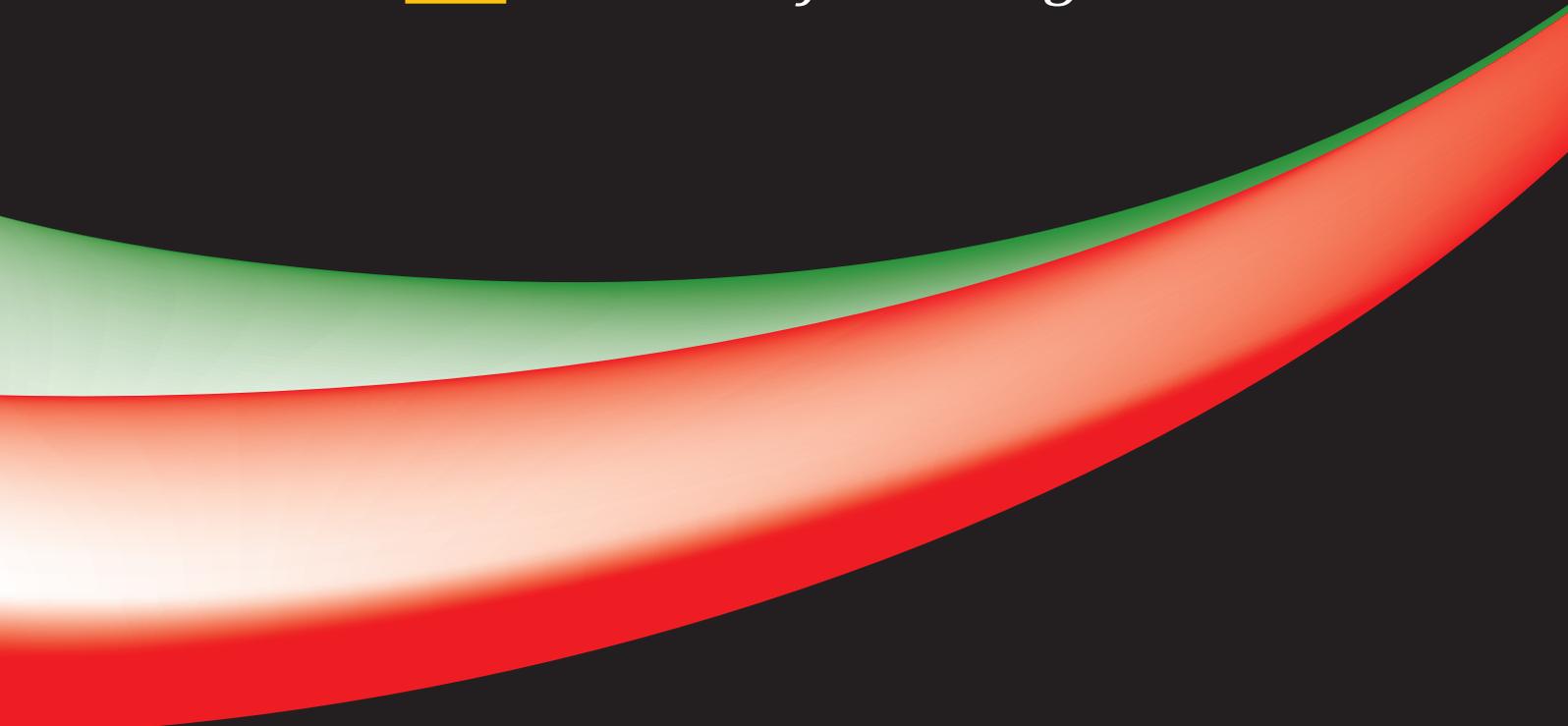


**pizza**  
**pasta**  
*& Italian food magazine*

A stylized graphic of the Italian flag, featuring a green band at the top, a white band in the middle, and a red band at the bottom, all curved upwards from left to right.

**MEDIA PACK**  
**2022**

### CONTACTS

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## ABOUT

Pizza Pasta & Italian Food is the trade magazine of the UK's Pizza Pasta & Italian Food Association (which celebrated its fortieth anniversary in 2017). 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 many cutting-edge independents who have also made their mark. More recently, it has focused on the wood fired oven trend alongside the continuing drive to bring authentic Italian products and dishes to UK palates.

Editor, Clare Benfield, who has been in post for 18 years, knows the sector well, having been lucky enough to visit many Italian regions and Italian companies direct, and in turn have the ear of many of the main players in the UK market (she is also editor of sister publication, Café Life).

## PROFILE

Pizza Pasta & Italian Food is circulated to some 7,500 industry professionals across the retail, foodservice, 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).

This circulation is comprised of PAPA members including independent and chain operators, subscriptions and targeted promotional mail-outs, as well as through regular media partnerships (the European Pizza & Pasta Show, for example).

The magazine also boasts a significant web presence ([www.papa.org.uk](http://www.papa.org.uk)), with an online magazine and the opportunity for advertisers and contributors to be part of regular e-bulletins and bespoke, targeted mail-shots.



# PAPA

PIZZA PASTA & ITALIAN FOOD ASSOCIATION





## Ian Ritchie

(sales director, Dawn Farms UK)

Having been involved in our wonderful industry for 30 years now, I've seen many changes – not least the way our business and markets have risen from infancy to true giant status. Pizza Pasta & Italian Food magazine and PAPA have, over this period, provided a great insight in to how our business has been shaped. Punchy reporting on independents, chains, trends, news and views and regular features on specialist areas in every issue. Always a great read, always eagerly anticipated! A key communication for all of us in this industry.



## Linda Lewis

(managing director, Linda Lewis Kitchens)

As specialists in pizza equipment, we have found Pizza Pasta & Italian Food to have been instrumental in keeping us informed with happenings in our industry. From a marketing perspective, it has also been our go-to publication when targeting end-users when we have new products to launch.



## Jay Emery

(founder, Bushman Wood Fired Ovens)

I've been in the wood fired pizza industry since 1999 and at the beginning I thought I was alone! There was nowhere that I could go to get regular updates on our industry... That was, until I found out about Pizza Pasta & Italian Food magazine. I was so impressed with what was going on that I asked if I could be part of it by getting involved and sharing some of the valuable information on my sector with its readers. I certainly would not have done this if the magazine was not the market leader in the industry.

# pizza pasta

& Italian food magazine

## FEBRUARY - ISSUE 208

Editorial deadline: 1/2/22

Advertising deadline: 4/2/22

Publication date: 15/2/22

- Pizza toppings
- PPE, safety equipment and hygiene
- Cheese and dairy products

## APRIL - ISSUE 209

Editorial deadline: 30/3/22

Advertising deadline: 4/4/22

Publication date: 15/4/22

- Franchising and property
- Pizza flour
- Ovens

## JUNE - ISSUE 210

Editorial deadline: 3/6/22

Advertising deadline: 6/6/22

Publication date: 15/6/22

- Plant-based eating and free-from
- Pizza and 'to go' packaging
- Ice cream and desserts



## AUGUST - ISSUE 211

Editorial deadline: 29/7/22

Advertising deadline: 1/8/22

Publication date: 12/8/22

- Casual Dining review
- Pizza school
- Delivery
- Tomatoes

## OCTOBER - ISSUE 212

Editorial deadline: 23/9/22

Advertising deadline: 26/9/22

Publication date: 7/10/22

- Beverages
- Pasta and pasta sauces
- Kitchen equipment

## DECEMBER - ISSUE 213

Editorial deadline: 5/12/22

Advertising deadline: 8/12/22

Publication date: 19/12/22

- Wood-fired pizza ovens
- Italian cheeses
- Delivery – equipment and hot bag technology



# OUR EDITORIAL POLICY AND GUIDELINES

**J&M Group operates a strict editorial policy designed to ensure that both subscribers/ readers and advertisers get real value from our magazines – Café Life, Sandwich & Food to Go News, and Pizza Pasta & Italian Food.**

**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 that you may have, 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 that is genuinely new. When submitting product stories please email these to [clare@jandmgroup.co.uk](mailto:clare@jandmgroup.co.uk) directly with a covering note highlighting exactly what it is that is new. We do not accept advertorials in the editorial pages but we will consider updates on products to include in our Product News sections provided that they are accompanied by a photograph and no more than 75 words in length.

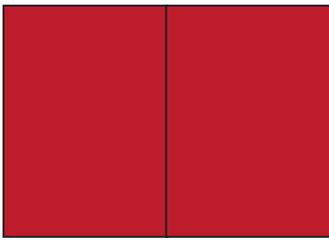
**Advisory articles:** We welcome advisory articles but they must be balanced, impartial and of genuine help in guiding operators. Such articles should not contain promotional references to the author's products but we will acknowledge the contributor and where he/ she is from in the introduction.

**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 me about the subject matter before writing anything.

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

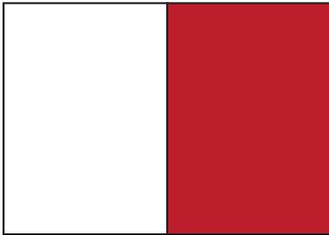
**Market research:** We regularly run market trend stories from key research organisations and welcome contributions provided that they are based on sound research.

**Paid for advertorials:** Our magazines do accept paid for advertorials which will appear under a heading stating they are 'advertorials'. These are treated as advertising spaces and negotiated with the magazine sales teams.



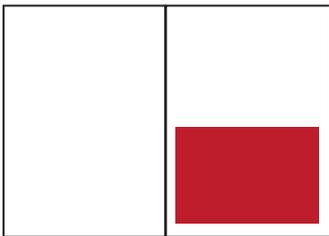
## DOUBLE PAGE SPREAD

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



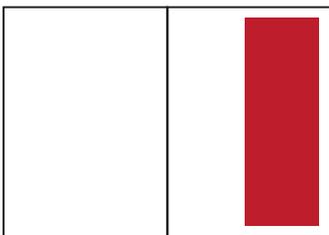
## FULL PAGE

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



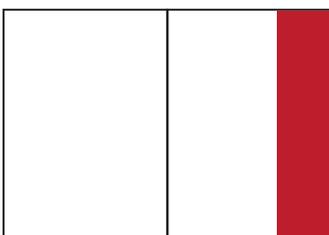
## HALF PAGE HORIZONTAL

130 x 180mm



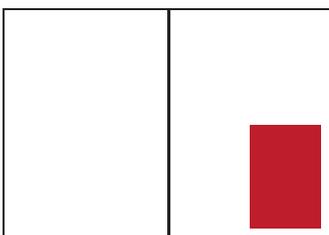
## HALF PAGE VERTICAL

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	£1850
Inside front cover	£1550
Outside back cover	£1850
Inside back cover	£1550
Double page spread	£2250
Page	£1350
Half	£850
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 banner size at **300pixels** by **250pixels** width.

We also produce e-letters several times a month within which we can offer to run press releases and links etc.

Availability is limited so pre-booking is recommended.

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)  
 Telephone: (01291) 636334