



pizza  
pasta  
& *Italian food magazine*

MEDIA PACK  
2021

### 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 17 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.





## 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.

# FEATURES LIST 2021

## FEBRUARY - ISSUE 202

Editorial deadline: 12th February  
Advertising deadline: 15th February  
Published: 1st March

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

## APRIL - ISSUE 203

Editorial deadline: 8th April  
Advertising deadline: 12th April  
Published: 22nd April

- **Franchising and property**
- **Pizza flour**
- **Ovens**

## JUNE - ISSUE 204

Editorial deadline: 24th May  
Advertising deadline: 27th May  
Published: 10th June

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

## SEPTEMBER - ISSUE 205

Editorial deadline: 13th August  
Advertising deadline: 17th August  
Published: 31st August

- **Pizza school (bases and pizza making skills)**
- **Delivery – software and contactless payment**
- **Tomatoes**

## OCTOBER - ISSUE 206

Editorial deadline: 24th September  
Advertising deadline: 30th September  
Published: 11th October

- **Beverages**
- **Pasta and pasta sauces**
- **Kitchen equipment**



## DECEMBER - ISSUE 207

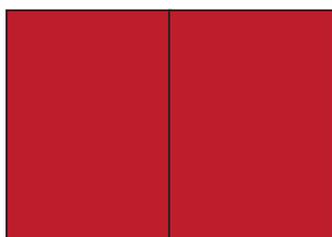
Editorial deadline: 24th November  
Advertising deadline: 29th November  
Published: 9th December

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



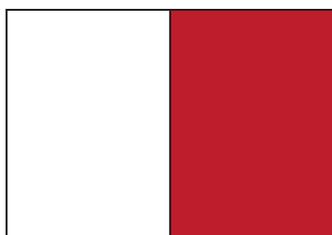
At the time of issue, the dates on this features list are as accurate as they can be in light of an unprecedented 2020, and the associated knock-on effects which will undoubtedly still be experienced in 2021.

Please refer regularly to [www.pizzapastamagazine.co.uk](http://www.pizzapastamagazine.co.uk) for any future changes or updates.



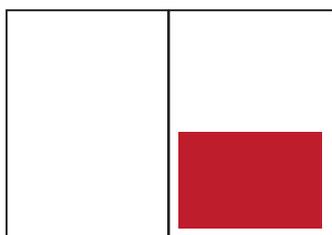
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Bleed = 303 x 426mm  
Trim = 297 x 420mm



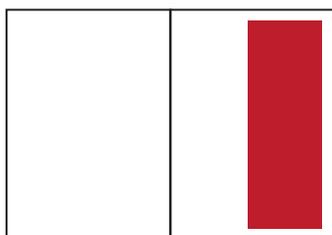
## FULL PAGE

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



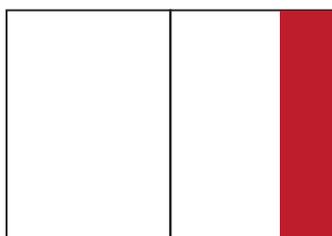
## HALF PAGE HORIZONTAL

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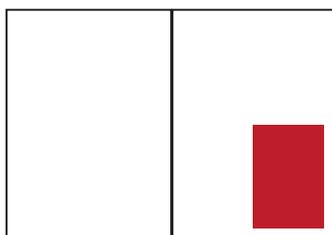
## HALF PAGE VERTICAL

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

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*Pizza Pasta & Italian Food*  
is the trade magazine of  
the UK's Pizza Pasta &  
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To find out more about  
PAPA's annual awards,  
visit [www.papa.org.uk](http://www.papa.org.uk)

