

pizza pasta

& Italian food magazine

MEDIA PACK 2024

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 EPPS, for example).

The magazine also boasts a significant web presence (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.

CONTACT US

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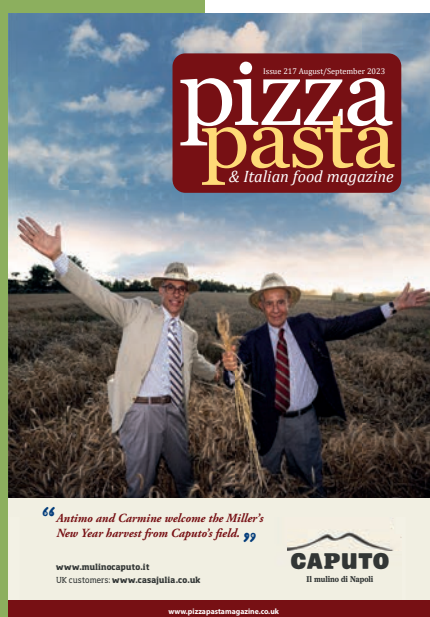
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ABOUT US

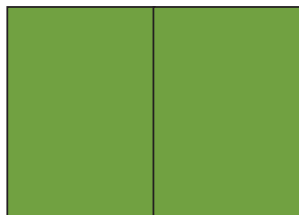
Pizza, Pasta & Italian Food is the trade magazine of the UK's Pizza, Pasta & Italian Food Association – which celebrated its 45th anniversary in 2022. Starting out as the Pizza Press in the early 1980s, the magazine soon established itself as a unique source of news and information for those in the UK's 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 25+ 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.



RATES CARD



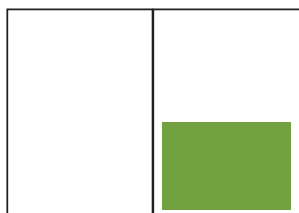
DOUBLE PAGE SPREAD

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



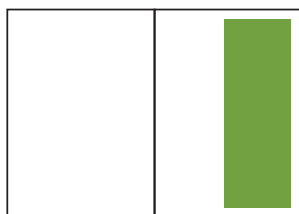
FULL PAGE

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Bleed = 303 x 216mm
Trim = 297 x 210mm



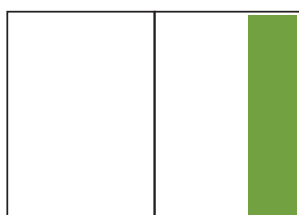
HALF PAGE HORIZONTAL

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

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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

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

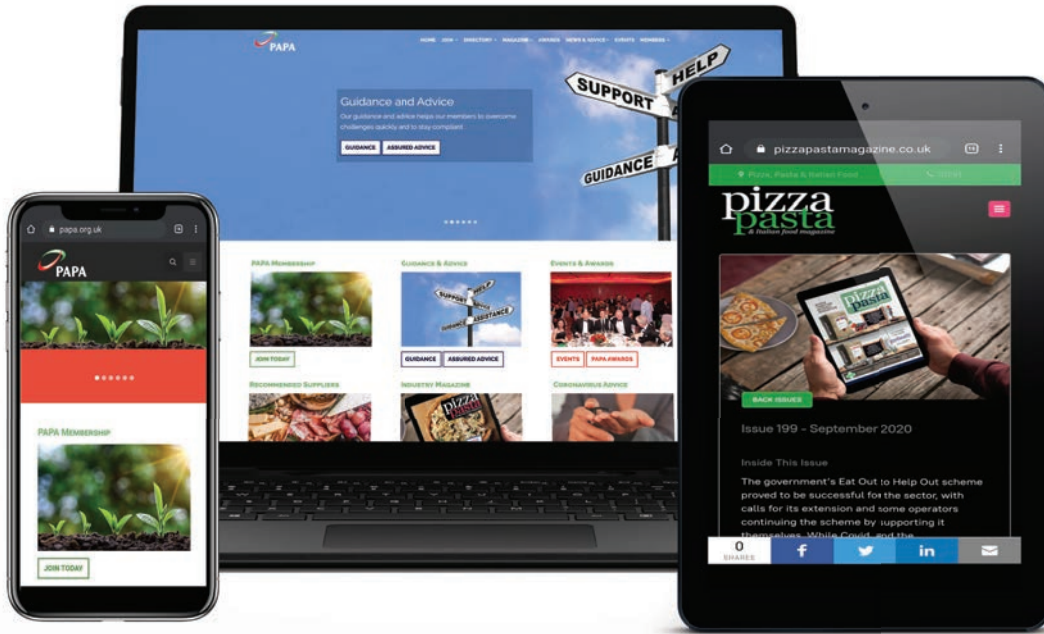
Email: andrew@jandmgroup.co.uk

Telephone: (01291) 636334

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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 (01291) 636334

PIZZA ACADEMY OF EXCELLENCE

Eurostar Commodities are now taking bookings for their pizza making masterclasses!

The educational, fun and hands-on masterclasses are available to professional chefs, apprentice chefs, development teams, catering teams, wholesalers, and retail trade.

We will be running a schedule of intensive masterclasses working with the latest Grandi Mozzarelli pizza flours and exploring best practice techniques with the Neapolitan style pizza, classic pizza, including gluten free pizza and specialty Italian breads.

Located at our HQ in Brighton, offering state of the art equipment, we guarantee to show you the best in traditional Italian pizza making as well as all the new trends in pizza, with the highest quality ingredients, and some of the biggest names in Italian pizza.

OUR CLASSES COVER:

- TECHNIQUE:** Technical elements of dough, science of pizza making, fermentation, protein content
- TECHNIQUE:** Handling dough, kneading techniques, preparation, correct storage
- PRODUCTS:** Sampling premium ingredients and toppings

To register interest in the Pizza Academy, email Sales@eurostarcommodities.co.uk

Eurostar Commodities Ltd
Boulder House
Beverly Way, East
Brighton BN1 1HG

For more information or to make a booking, please contact: Sales@eurostarcommodities.co.uk (01293) 5211 118

TOUCH OF CLASS

Whether you're a rookie chef or a customer, the pizza experts are ready and waiting to deliver their invaluable expertise.

MASTERSHIP EXPOSURE
Yorkshire's first Pizza Academy of Excellence welcomed 40 of the UK's finest pizza chefs and industry professionals to its first pizza masterclass. New dates have been added to deal with demand. "Classical" was complemented with a focus on the Italian style, with attendees from the Italian Embassy, Italian Consulate, Italian Press, Italian TV, and Italian radio.

Headline Chef, and master instructor, backing out of the world-famous Pizza House School in Italy. He's also now vice chef of the world's best pizza restaurant, and a member of the Italian Press, Italian TV, and Italian radio.

The Pizza Academy of Excellence is a Brighton-based pizza school, offering state of the art equipment, we guarantee to show you the best in traditional Italian pizza making as well as all the new trends in pizza, with the highest quality ingredients, and some of the biggest names in Italian pizza.

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ICE CREAM AND DESSERTS

JUST DESSERTS

The heat is on! So, look out for visually stunning sweet treats to take your breath away.

READY FOR BUSINESS
With the summer months, the ice cream and dessert sector takes on a special significance. And that's why the Italian Ice Cream Company (IICC) is looking for new talent to join its team. IICC is a leading manufacturer of ice cream, with a rich history of excellence in the industry. The company is looking for talented individuals who are passionate about ice cream and want to make a difference. IICC offers a competitive salary and benefits package, and the opportunity to work in a dynamic and fast-paced environment. If you are interested in joining the IICC team, please contact us at info@iicc.co.uk.

ICE CREAM AND DESSERTS
Ice cream and dessert products are a popular choice for many consumers. The IICC team is committed to providing high-quality products that meet the needs of our customers. We offer a wide range of ice cream and dessert products, including ice cream cones, ice cream cakes, and ice cream sundaes. Our products are made with the highest quality ingredients and are produced in a clean and hygienic environment. If you are interested in learning more about our products, please contact us at info@iicc.co.uk.

Looking for premium pizza mozzarella?

At Eurostar Commodities, we offer a wide range of premium pizza mozzarella products. Our products are made with the highest quality ingredients and are produced in a clean and hygienic environment. We offer a wide range of pizza mozzarella products, including whole milk mozzarella, low fat mozzarella, and mozzarella cheese. Our products are available in a variety of sizes and quantities, to suit your needs. If you are interested in learning more about our products, please contact us at info@eurostarcommodities.co.uk.

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 for consideration.

Advisory articles: We welcome these, but they must be balanced, impartial and of genuine help 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.

