

pizza pasta

& Italian food magazine

MEDIA PACK 2025



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

EDITOR

ALEX BELL

alex@jandmgroup.co.uk

Telephone: (01291) 636349

ADVERTISING MANAGER

ANDREW EMERY

andrew@jandmgroup.co.uk

Telephone: (01291) 636334

SUBSCRIPTIONS

subscriptions@papa.org.uk

Telephone: (01291) 636338

PRODUCTION MANAGER

GARETH SYMONDS

gareth@jandmgroup.co.uk

Telephone: (01291) 636339

pizza pasta

& Italian food magazine

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*.



March Issue 226

SPECIAL: Pizza toppings

- Consumer trends & insight, innovation, global flavours
- Popular ingredients, consumer demand, gourmet, meats, truffle oil
- Gluten-free, free-from, vegan, vegetarian, organic

FOCUS: Cheese and dairy – ambient flavours, profiles, new products and campaigns, Italian traditions

PREVIEW: IFE – International Food & Drink Event 2025 (17-19 March)



International Food & Drink Event

Editorial deadline: 11/2/25
Advertising deadline: 14/2/25
Publication date: 27/2/25

May Issue 227

SPECIAL: Ingredients – flour, dough balls, pizza bases

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

Editorial deadline: 25/3/25
Advertising deadline: 28/3/25
Publication date: 10/4/25

July Issue 228

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

FOCUS: Plant-based & free from

- Foodservice operators and manufacturers
- Product developments and consumer trends
- Six-month 2025 analysis

EXCLUSIVE: AI/tech/delivery – staffing, market leaders, EPOS

Editorial deadline: 20/5/25
Advertising deadline: 23/5/25
Publication date: 5/6/25

August Issue 229

PREVIEW: The National Restaurant, Pub & Bar Show/lunch!

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

Editorial deadline: 8/7/25
Advertising deadline: 11/7/25
Publication date: 24/7/25

October Issue 230

PREVIEW: EPS

SPECIAL: Pasta & pasta sauces

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

EXCLUSIVE: Shopfitting/servicing/commercial kitchen design – wood-fired/electric pizza ovens, trends, refurb, innovation

Editorial deadline: 30/9/25
Advertising deadline: 3/10/25
Publication date: 16/10/25

December Issue 231

SPECIAL: PAPA Awards review

REVIEW: EPS/2025 insights

PREVIEW: Look ahead to 2026

FOCUS: Ice cream & desserts – traditional Italian flavours, gelato, innovation, toppings, new menu ideas

Editorial deadline: 9/12/25
Advertising deadline: 12/12/25
Publication date: 29/12/25

All dates correct at time of going to press.
For the most up-to-date information, visit pizzapastamagazine.co.uk



For more information, contact:
Alex Bell, Editor - alex@jandmgroup.co.uk
Andrew Emerg, Advertising - andrew@jandmgroup.co.uk
www.pizzapastamagazine.co.uk



Keeping Italy in the family



Profile
We talk to Thom Elliot, who with brother, James, has helped established Piza Pignas as one of the most vibrant and successful pizzeria operators in the sector today.

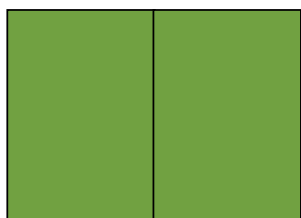


Quest for quality



Tomatoes
Munt's ambitious spans new product ranges, alongside forward-thinking sustainability goals. Through Hiran, managing director, gives us the lowdown.

RATES CARD



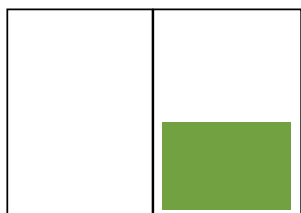
DOUBLE PAGE SPREAD

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



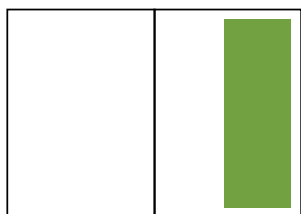
FULL PAGE

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



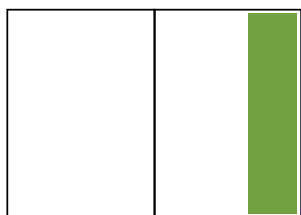
HALF PAGE HORIZONTAL

130 x 186mm



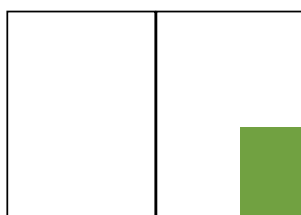
HALF PAGE VERTICAL

256mm x 90mm



THIRD PAGE VERTICAL

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



QUARTER PAGE VERTICAL

90 x 130mm

pizza pasta

& Italian food magazine

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.

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

Telephone: (01291) 636334

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

[illegible]

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 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.

