

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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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*.











FEATURES LIST 2026

March Issue 232

SPECIAL: Pizza toppings

Popular ingredients, consumer demand, gourmet, meats, international trends

Gluten-free, free-from, vegan, vegetarian, organic, sustainability



International Food & Drink Event

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)

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: Al/tech/delivery - staffing, market leaders, EPoS

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

For more information, contact:

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www.pizzapastamagazine.co.uk

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

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**



UB & BAR

October Issue 236

EXCLUSIVE: Commercial kitchens/delivery & ordering systems

- EPoS, hot bags, energy saving, packaging, ovens, equipment

PREVIEW: EPS

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



PAPA

INDUSTRY

AWARDS

2026

December Issue 237

SPECIAL: PAPA Awards review

REVIEW: EPS/2026 insights

INSIGHT: Oils and fats - new products,

innovation, trends

PREVIEW: Look ahead to 2027 **FOCUS:** Ice cream & desserts

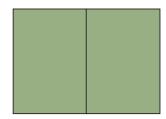
Editorial deadline: 1/12/26 Advertising deadline: 4/12/26 Publication date: 17/12/26

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





RATES CARD



DOUBLE PAGE SPREAD

Type area = 260×385 mm Bleed = 303×426 mm $Trim = 297 \times 420mm$



FULL PAGE

Type area = 260×182 mm Bleed = 303×216 mm $Trim = 297 \times 210mm$



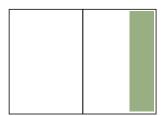
HALF PAGE HORIZONTAL

130 x 186mm



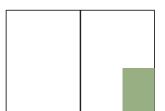
HALF PAGE VERTICAL

256mm x 90mm



THIRD PAGE VERTICAL

Bleed = 73×303 mm Trim = 70×297 mm



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

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 300 pixels by 250 pixels 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



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 adver	£69
Listing on the Pizza Pasta digital supplier directory	From £25 per annum

 $*Please\ contact\ Andrew\ Emery\ for\ information\ on\ the\ various\ packages\ available.\ and rew@jandmgroup.co.uk\ (01291)\ 636334$





www.papa.org.uk MEDIA PACK 2026 | 5



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.

