



pizza pasta

& Italian food magazine

MEDIA PACK 2026

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.

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ABOUT US

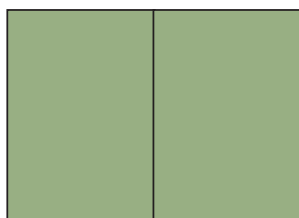
Pizza, Pasta & Italian Food is the trade magazine of the UK's Pizza, Pasta & Italian Food Association – which celebrated its 45th anniversary in 2022. Starting out as the *Pizza Press* in the early 1980s, the magazine soon established itself as a unique source of news and information for those in the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

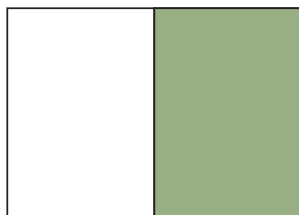


RATES CARD



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



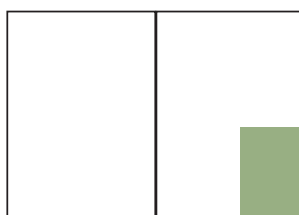
HALF PAGE VERTICAL

256mm x 90mm



THIRD PAGE VERTICAL

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



QUARTER PAGE VERTICAL

90 x 130mm

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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.

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

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

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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.

