pizza pasta

& Italian food magazine

MEDIA PACK 2027



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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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 30+ 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 publications, *Café Life* and *Sandwich & FTG News*.

PAPA
PIZZA PASTA & ITALIAN FOOD ASSOCIATION







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FEATURES LIST 2027

March Issue 238

SPECIAL: ***Pizza toppings***
- Ingredients, meats, international trends
- Gluten-free, free-from, vegan, organic, sustainability

FOCUS: ***Cheese and dairy*** – NPD, Italian traditions, alternative cheese, flavours and profiles

PREVIEW: ***IFE - International Food & Drink Event [5-7 Apr]***

Editorial & ad deadline: 24/2/27
Publication date: 10/3/27

May Issue 239

SPECIAL: ***Flour*** – Regenerative farming, authentic producers, milling techniques, pizza, pasta, pastries & bread, NPD

EXCLUSIVE: ***Ovens and kitchen equipment*** – energy-saving, company profiles/Q&A, trends & next generation

FOCUS: ***Operational growth, expansion, franchising***
- Case studies/property/global trends
- Delivery challenges, tech, insurance, hygiene, safety

Editorial & ad deadline: 28/4/27
Publication date: 12/5/27

July Issue 240

SPECIAL: ***Tomatoes*** – seasonal outlook, UK partnerships, product innovation, supply, market forecasts

FOCUS: ***Plant-based & free from/vegan/vegetarian***
- Foodservice operators and manufacturers
- Product developments and consumer trends
- Six-month 2027 analysis

EXCLUSIVE: ***AI/tech/delivery*** – staffing, market leaders, EPoS

Editorial & ad deadline: 9/6/27
Publication date: 23/6/27

Aug/Sep Issue 241

FOCUS: ***Pizza/pasta schools*** – UK operators, expansion, teaching techniques, latest schedules

PREVIEWS: ***The National Restaurant Pub & Bar Show [22-23 Sep]***

SPECIAL: ***Drinks*** – beer, wine & spirits, non-alcoholic, innovation

EXCLUSIVE: ***Sourdough & pizza bases***
- Ingredients, GLP-1, ancient grains, sustainability
- Flour profiles, consumer favourites & seasonal trends
- Focaccia/pizza bianca/ciabatta, etc

Editorial & ad deadline: 11/8/27
Publication date: 25/8/27

Oct/Nov Issue 242

EXCLUSIVE: ***Commercial kitchens/delivery & ordering systems*** – EPoS, digital platforms, tech startups, equipment

PREVIEW: ***European Pizza Show***

SPECIAL: ***Pasta & pasta sauces***
- NPD & consumer trends
- Manufacturer/operator insight & company profiles
- Festive market & offers

Editorial & ad deadline: 6/10/27
Publication date: 20/10/27

December Issue 243

MASTERS AT WORK: ***Success stories of the year, ones to watch, innovative operators,***

SPECIAL: ***PAPA Awards review***

REVIEW: ***EPS/2028 insights***

FOCUS: ***Ice cream & desserts***

Editorial & ad deadline: 8/12/27
Publication date: 22/12/27

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

www.pizzapastamagazine.co.uk

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

Regulars

Wine, PAPA awards, advice, events.

See next page for more info



Wines



Featuring regular columnist, Melanie Leyshon

Topics include

- Sparkling
- Rosé
- Red
- White
- Volcanic
- Prosecco
- Food pairings



Events coverage

IFE - International Food & Drink Event [5-7 Apr]

The National Restaurant Pub & Bar Show [22-23 Sep]

PAPA Awards [5 Nov]

European Pizza Show [Nov]

PAPA Industry Awards 2027

Be part of the awards journey

Pizza Chef of the year 2027

Put your brand at the heart of the industry's biggest celebration, with year-round coverage of the PAPA Industry Awards and Pizza Chef of the Year competition.

From the launch and call for entries through to judging, finalists, winners and our post-awards dinner coverage, the magazine follows the journey every step of the way – creating multiple opportunities for advertisers and sponsors to connect with an engaged industry audience.

Coverage builds throughout the year, generating interest and excitement, while showcasing the people, products, businesses and innovations making their mark across the pizza, pasta and Italian food sector.

Aligning your advertising with our awards coverage gives your brand repeated visibility, alongside some of the industry's most anticipated content.

From launch to winners, make sure your brand is part of the story.





Industry insight you can trust

Supported by the Pizza, Pasta & Italian Food Association (PAPA), the magazine gives readers access to authoritative information, practical advice and guidance on the issues that matter to their businesses.

Throughout the year, our association coverage tackles the challenges facing foodservice operators, from safety, labelling and changing legislation to employment and HR, equipment, technical guidance and wider industry developments.

PAPA's position at the heart of the sector brings an added depth and authority to the magazine, helping make it a trusted source of information for operators, manufacturers and suppliers across the pizza, pasta and Italian food industry.

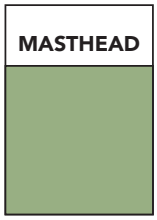
For advertisers, that trust matters. It puts your brand in an environment readers rely on for valuable business information, advice and insight – creating a powerful platform to reach an engaged professional audience.

Trusted industry insight. An engaged readership. A stronger platform for your brand.

www.papa.org.uk

PAPA
PIZZA PASTA & ITALIAN FOOD ASSOCIATION

RATES CARD



FRONT COVER
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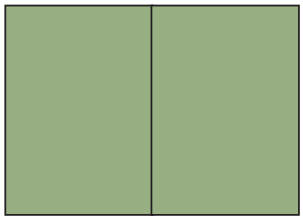
Trim = 210 x 297mm



DOUBLE PAGE SPREAD
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FULL PAGE
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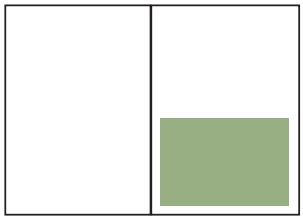
Bleed = 216 x 303mm
Trim = 210 x 297mm



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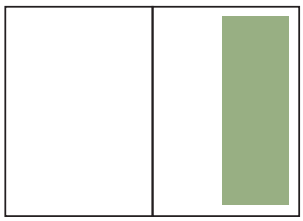

HALF PAGE VERTICAL
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THIRD PAGE VERTICAL
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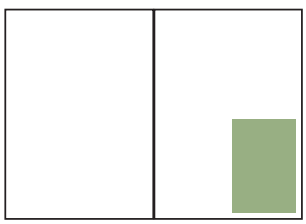
Trim = 70 x 297mm



QUARTER PAGE VERTICAL
90 x 130mm

Dimensions are W x H.
Any questions and support please contact
gareth@jandmgroup.co.uk

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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 web banner size at **300 x 250 pixels (w x h)** with a maximum files size of 250KB in JPG, PNG, GIF or HTML5 format.

Solus HTMLs are also available and sent to over 5,000 email recipients. Availability is limited so pre-booking is recommended.
Prices start from £499 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

www.papa.org.uk

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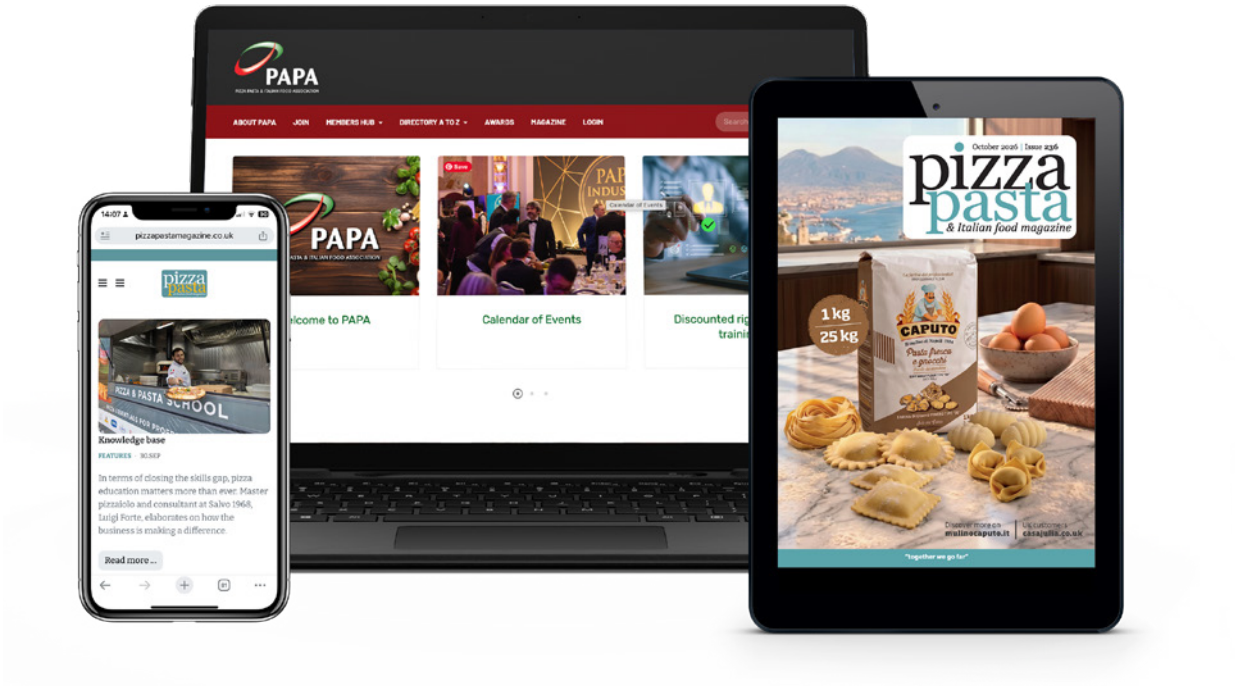
DIGITAL ADVERTISING OPTIONS



12-month supplier listing on Pizza Pasta website from	**£125***
1-month web banner on Pizza Pasta website	**£499**
Non Solus advert on Pizza Pasta e-bulletin	**£499**
Solus e-bulletin	**£499**

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





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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 something that our readers genuinely 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.

