

finefood MEDIA PACK

at the heart of speciality food & drink **digest**

MAGAZINES

FEATURES

CIRCULATION

RATE CARD



OH YOU PRETTY THING
How to design stand-out branding
and packaging for speciality foods

STARS IN JARS
Stock up on jams and marmalades
with our pick of the preserves

Speciality
& Fine Food Fair 2011
YOUR 11-PAGE GUIDE TO
OLYMPIA STARTS ON PAGE 31

KÄSE CHIEF
Rachael Sills of
farmhouse
cheese
importer
KäseSwiss

CHAIN GANG
Whole Foods
Market, Country
Food & Dining
... and now
Thorne's

**BACK TO
THE GARD**
Getting dov
earth on Ne
Astley Estate

**SUPREME
CHAMPION**
McCartney's
of Moira
takes the
GTA crown

**DELI OF
THE YEAR**
The suspense
is over for
Clifton's
Arch House

**BIM'S
KITCHEN**
'Fusion has
been going
on for
centuries'

**TASTE
GOLD
2011-12**

**IN THIS
ISSUE**
**TASTE
GOLD
2011-12**

Featuring over
200 Great Taste
Award winners
Extra copies available FREE
to delis, farm shops and food
halls. Call 01963 824464
for more details.

INSIDE: SAVOURY SNACKS FARMCAFÉ & FOODMARKET
REGA YELLOWWEDGE CHEESE RIVER COTTAGE

INSIDE: EPOS DAYLESFORD JACOBS & FIELD
AG IDEAS ASIAN FLAVOURS

IN ASSOCIATION WITH
E. GRUYÈRE
SWITZERLAND

December 2011 · Vol 12

finefood

digest

at the heart of speciality food and drink

TRUE TASTE WITH THIS ISSUE: TRUE TASTE

EVERY WINNER OF THE 2011-12 WELSH FOOD AWARDS IN THIS FREE MAGAZINE

NET PROFITS

How delis & farm shops can make a success of seafood

DELI OF THE MONTH
Anderson & Hill in Birmingham city centre



CREATURE COMFORTS
Lynda Searby sinks her spoon into puddings & desserts



EDWARD BERRY
'Passion for food is tattooed on the back of my neck,' says Ludlow Food Centre's new MD



PAUL CASTLE

INSIDE: SCOTLAND'S SPECIALITY FOOD SHOW
RAQUIL'S DELI **CHRISTMAS TRADING** **WOMEN'S INSTITUTE**



Fine Food Digest
Authoritative, committed and rarely afraid to express opinions, Fine Food Digest magazine has been the voice of speciality food and drink for a quarter of a century. Now incorporating Artisan, the magazine for speciality food producers, it is the single, most essential read for all buyers and sellers of fine food.



Good Cheese
Read by a broad audience of retailers, producers and enthusiastic consumers, Good Cheese is the only magazine dedicated to making, selling and enjoying cheese. Published annually, it provides in-depth coverage of the annual World Cheese Awards, and is available in bulk for sale to the public through delis and food halls.

Taste Gold
Distributed to over 100,000 consumers through speciality food stores, major food & drink shows and foodie magazines, Taste Gold is the annual showcase for winners of the Great Taste Awards. Produced each autumn in a handy A5 format, it combines profiles of the year's top regional and national trophy winners with scores of advertorials about individual gold-winning foods – a great way for successful producers to present their exceptional products to a wide consumer audience.



MAGAZINES

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Essential reading for delicatessens, premium food halls, farm shops, speciality food producers, distributors and importers.

JANUARY-FEBRUARY

- Artisan Buyers' Guide: **Equipment, Packaging & Services for Speciality Food & Drink Producers**
- Pickles & Chutneys
- Coffee
- Valentine's Day & Easter treats
- PLUS: **World Cheese Awards – The Big Winners**

MARCH

- Preview: Farm Shop & Deli Show/Food Expo (March 25-27)
- Soft Drinks
- Focus on Cheese: Farmhouse Cheddar
- British & Continental Charcuterie

APRIL

- Preview: The Source/Taste of the West (April 23-24)
- Ice Cream
- Barbecues & Outdoor Dining
- Dressing, Sauces & Marinades
- Craft Beers & Ciders

MAY

- Sweet & Savoury Biscuits
- Olive Oil & Other Speciality Oils
- Focus on Cheese: British Territorials (Wensleydale, Lancashire, Cheshire, Gloucester, Caerphilly)
- Refrigeration

JUNE

- Preview: **Harrogate Speciality Food Show (June 24-25)**
- Gluten-Free Foods
- Home Baking
- PLUS: Christmas catalogue round-up

JULY

- Special Report: **Guide to Fine Food Importers & Distributors**
- Olives
- Cheese - British & Continental Blues
- Jams & Preserves

AUGUST

- **Christmas Special**
- Tea
- Brand & Packaging Design
- Ready Meals & Soups

SEPTEMBER

- Preview: **Speciality & Fine Food Fair (September 2-4)**
- Savoury Snacks
- Focus on Cheese: Christmas cheeses

OCTOBER

- Chocolate
- Last-Minute Christmas Ideas
- Cooking Sauces
- Seasonings & Spices
- PLUS: **Great Taste Awards – the Big Winners**

NOVEMBER-DECEMBER

- Preview: **Scotland's Speciality Food Show**
- EPoS systems
- Cakes & Puddings
- Seafood

SPECIALISSUES:

Celebrating the major winners at all 2012's food & drink award schemes, plus: an exclusive survey revealing top-selling brands in British delis, farm shops & food halls
Published: **December 2012**

goodcheese

The annual magazine for everyone who makes, sells and enjoys cheese, Good Cheese is read by around 12,000 consumers and speciality food retailers every year. Published to coincide with the World Cheese Awards.
Published: **late 2012**

IN EVERY ISSUE:

- **CHEESEWIRE:** News and profiles from the speciality cheese sector
 - **SHELF TALK:** The fine food sector's best review of new products and promotions, including editorial and advertorial opportunities
- From concise Product Updates to detailed Special Reports...**

Product Updates: product-led features providing a quick, easy-to-digest guide to key categories, with guaranteed inclusion of relevant editorial for any supplier advertising alongside the feature.

Focus On features: we talk to retailers & suppliers about what's selling best in a major deli product sector. Includes a full roundup of recent launches.

Case Studies: minifeatures describing recent projects carried out in fine food retail, foodservice and manufacturing by technology, marketing and design service suppliers.

Special Reports: in-depth reports & supplements on key fine food regions or sectors, including interviews, profiles and product roundups. Ask about special sponsorship opportunities for major brands, food groups and promotional bodies.

Buyers' Guides: The latest equipment, packaging, ingredients, systems and services for speciality food producers, retailers and caterers.

Published by the Guild of Fine Food

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e advertise@finefoodworld.co.uk

Editorial enquiries:

Please email our editorial team in the first instance:
e editorial@finefoodworld.co.uk

Fine Food Digest takes you straight to the heart of speciality food and drink

The Guild of Fine Food's wide range of activities in speciality food and drink – from publishing to training, from exhibitions to the Great Taste Awards – means we are uniquely placed to build and maintain the most targeted circulation in this sector. We aim to ensure Fine Food Digest reaches every genuine speciality food buyer within the independent deli, farm shop and food hall market in the UK, along with every speciality food producer selling to retailers regionally and nationally.

Targeted Circulation

Every issue of Fine Food Digest is mailed direct to over 5,500 delicatessens, fine food halls, farm shops, deli-restaurants, speciality food & drink producers, importers and distributors.

Constantly Updated

No magazine has more up-to-the-minute data on the fine food sector.

We're published by the Guild of Fine Food – the membership organisation for delis, farm shops, food halls and their suppliers. We also organise the prestigious Great Taste Awards and World Cheese Awards, organise the Harrogate and Glasgow Speciality Food Shows and meet hundreds of retailers every year through our cheese, charcuterie and Retail Ready training days.

With so much feedback from our own membership, our show visitors, our course delegates and our hundreds of trade contacts – not to mention our own journalists – we're confident no other publisher keeps a closer eye on who's who in fine food.

Ahead of the Pack

Start-up retailers join the Guild of Fine Food and take advantage of its training courses even before they open their doors. This means Fine Food Digest advertisers get early access to new retailers when they are in the market to buy.

Speaking the Language of Fine Food

The interests and concerns of specialist food stores and artisan or speciality producers are not those of multinational brands or retail multiples. Unlike general food and grocery magazines, Fine Food Digest speaks the language of speciality food and provides a showcase for equipment, ingredients, packaging and services tailored to these business

Every Copy Counts

We don't send copies of Fine Food Digest to mass-market caterers or sandwich bars to bolster our circulation figures. When you advertise with Fine Food Digest, your message is going straight to the people most likely to buy your products.

Well Written and Well Read

Our journalists have more than 50 years' combined experience in writing about speciality food retailing, marketing



and production. And it shows. Fine Food Digest is recognised as the most authoritative title in the market. Quality editorial, quality advertisers – it's a winning combination.

Cost-effective

With two magazines in our stable – Fine Food Digest (10 issues a year) and Good Cheese (summer and winter editions) – plus the annual Glasgow and Harrogate Speciality Food Shows and Great Taste Awards, we're perfectly placed to offer complete marketing packages covering advertising, advertorials, sponsorship and exhibitions.

What's more, advertisers who join the Guild as Accredited Suppliers can benefit from guaranteed discounts as well as special editorial support.

Rate Card 2012

All prices exclude VAT. All adverts are full colour.

Advert Size	Single Insert	3 Insert Rate	6 Insert Rate	10 Insert Rate
Double Page	£2700.00	£2500.00	£2300.00	£2095.00
Outside Back Cover	£1995.00	£1845.00	£1695.00	£1530.00
IFC / IBC	£1795.00	£1645.00	£1495.00	£1330.00
Full Page	£1550.00	£1430.00	£1295.00	£1155.00
Half Page	£780.00	£725.00	£655.00	£580.00
Quarter Page	£450.00	£415.00	£370.00	£330.00
FFD Market Place	£150.00	n/a	n/a	n/a
Shelf Talk / Product Picture	£175.00	n/a	n/a	n/a
Classified (1/16)	£110.00	£100.00	£90.00	£80.00

Discounts for Guild of Fine Food accredited suppliers:

Advert Size	Single Insert	3 Insert Rate	6 Insert Rate	10 Insert Rate
Double Page	£2500.00	£2300.00	£2095.00	£1790.00
Outside Back Cover	£1845.00	£1695.00	£1530.00	£1365.00
IFC / IBC	£1645.00	£1495.00	£1330.00	£1150.00
Full Page	£1430.00	£1295.00	£1155.00	£1015.00
Half Page	£725.00	£655.00	£580.00	£510.00
Quarter Page	£415.00	£380.00	£350.00	£310.00
FFD Market Place	£120.00	n/a	n/a	n/a
Shelf Talk / Product Picture	£130.00	n/a	n/a	n/a
Classified (1/16)	£105.00	£95.00	£80.00	£70.00

Inserts

Based on an insert measuring no more than 230 mm x 315 mm (the size of FFD) and upto 25 mm thick (anything outside this spec can be costed on request)

Min charge on full circ up to 10 gms £550.00

For every additional 10 gms £125.00

E.g. An insert weighing 120 gms and not exceeding size spec above is calculated;

Min charge including 10 gms £550.00

120 gms minus 10 gms = 110 gms, 110 gms divided by

10gms = 11

11 x £125.00 £1,375.00

Insertion cost £1,925.00

There is a 10% discount for GFF accredited suppliers

Payment Terms

All adverts invoiced singularly on publication, then due within 30 days of date of invoice unless otherwise agreed.

Advert sizes / mechanical data

Page Trim Size 230mm wide x 315mm deep.

Double Page

Bleed 466mm x 321mm

Trim 460mm x 315mm

Type area 432mm x 287mm.

Full Page

Bleed 236mm x 321mm

Trim 230mm x 315mm

Type area 232mm x 287mm

Half Page

Portrait 100mm wide x 287mm deep. Landscape

204mm wide x 141.5mm deep.

Quarter Page

100mm wide x 141.5mm deep.

FFD Market Place

100mm wide x 70mm deep.

Shelf Talk

64mm wide x 129 deep.

Classified

47.25mm wide x 60mm deep.

Acceptable artwork:

PDF: Print-ready CMYK with trim marks and allow 3mm bleed.

JPEG/TIFF: CMYK 100% size at 300ppi with 3mm bleed if necessary.

EPS files: CMYK file format, fonts should be converted to outlines and images embedded.

Embedded images should be 100% size at 300ppi.