

SNACKS

MAGAZINE



MEDIA PACK 2018

your ingredient to success

Why advertise in the snacks magazine?

Where and how you advertise makes a critical statement about your company and how you position yourself in the dynamic and growing sector of international savoury snacks.

The Snacks Magazine is the only publication in Europe that's officially endorsed by the European Snacks Association (ESA), whose membership spans the European Union and beyond.

From its base in the UK, The Snacks Magazine reaches top managers throughout the world. The core readership within the EU today includes the growing markets of Central and Eastern Europe, and the magazine is also read as far afield as North and South America, the Middle and Far East, Pacific Rim, Africa, Asia and Australasia.

The European Snacks Association and The Snacks Magazine together represent a comprehensive source of information on:

- International market trends and drivers
- National and European food industry legislation
- Industry "hot topics"
- New product development
- Technical innovation in production techniques
- International marketing and promotional campaigns
- Market news for commodities such as oils and grains
- Senior executive appointments
- Quality initiatives
- Environmental issues

CIRCULATION BREAKDOWN

Geographical:

72% Europe

including UK, Central and Eastern Europe plus EU and EFTA countries

28% Rest of World

including Middle East, Africa, Far East, South East Asia, Australasia, India and America including all the major markets of North and South America



Readership profile

The Snacks Magazine's circulation targets senior managers in savoury snacks manufacturing and suppliers to this dynamic growth sector. It includes both business and associate members of ESA, plus many subscribers worldwide.

All copies of The Snacks Magazine are distributed by name and title, reaching the industry's key decision-makers four times a year.

Circulation is further extended via distribution at appropriate trade shows on the international exhibition circuit.

27% associate members

This group represents the suppliers to the snacks industry, with companies active in raw materials, ingredients and flavours, packaging machines and materials, turnkey production lines, measuring and monitoring instrumentation and storage and waste handling facilities.

38% subscribers

This is an important element of our readership. These companies who are not members of ESA but are significant players in the savoury snacks sector and related fields, either as manufacturers and suppliers or as Government bodies, consultancies, research institutions and libraries with an active interest in savoury snacks.

As an advertiser in The Snacks Magazine, you can command a prime position among the pages of news and features that have won wide respect from readers for intelligent, in-depth and exclusive coverage of key issues. Through us, you can reach high-level contacts among the major players of today and snacks industry entrepreneurs of the future.



The Snacks Magazine digital edition was launched in 2012. It allows readers to streamline their search across current and archived issues and enables them to connect to their desired content quickly. URLs and emails are live to offer readers an instant opportunity to access advertiser sites or email potential contacts.

Marketing services

Promotional mailings

The Snacks Magazine is the official journal of ESA. It has an exclusive readership of business and associate members representing manufacturers and suppliers worldwide, plus an international subscriber group outside of the Association. As part of a not-for-profit trade association The Snacks Magazine is unable to sell its mailing list, but we CAN offer competitive distribution deals for targeted promotional mailings. Contact the publisher for prices.

Ad Run-ons and reprints

Ad run-ons and reprints act as low-cost promotional flyers. As an advertiser or contributor within a major feature or news page, The Snacks Magazine offers you the opportunity to order run-ons at the time of print or reprints at a later date. These could make a cost-effective contribution to your public relations campaign, exhibition presence or conference or supplement the information you provide to visitors. By ordering before press time, you can save on set-up costs.

Multi-page inserts

This special service offers The Snacks Magazine advertisers the opportunity to mail, as inserts, their product catalogues or promotional brochures/leaflets to our mailing list of companies across the worldwide savoury snacks sector. This service applies to inserts of four pages or more and offers additional savings over regular insert rates. Contact the publisher for details.

Ad development

We can produce your ad! Writing copy and designing an ad for the international market requires specialist expertise. The Snacks Magazine offers its professional in-house design and copywriting expertise to assist those companies currently operating without dedicated agency support - at competitive prices! We also offer a translation service. Call the publisher for details.



Online sponsorship

The online edition of the Snacks Magazine offers the opportunity for advertisers to promote themselves on the sponsorship areas that surround each page throughout the publication. For further details please contact: Jasmin Hill
Email: production@snacksmagazine.co.uk



Mechanical Data



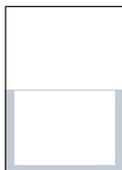
FULL PAGE TRIM
210mm wide x 297mm high
Bleed:
216mm wide x 303mm high
(3mm all around advert)



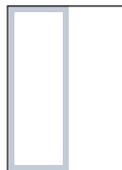
DOUBLE PAGE SPREAD TRIM
420mm wide x 297mm high
Bleed:
426mm wide x 303mm high
(3mm all around advert)



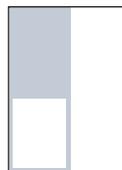
FULL PAGE VERTICAL
190mm wide
280mm high



HALF PAGE HORIZONTAL
190mm wide
130mm high



HALF PAGE VERTICAL
90mm wide
280mm high



QUARTER PAGE VERTICAL
90mm wide
130mm high

Inserts

Prices include print of inserts on 180gsm from artwork supplied

Loose/placed in position of choice:

4/c 1 sheet/2 sides (2 pages) £2100

Bound-In:

4/c Double sheet/2 sides (4 pages) £3200

We can offer a 2 page bound insert on our special editions at a cost of £2300

Run-ons and reprints

These are available on request to the publishers. Orders for run-ons, placed before press time, represent best value as they do not incur set-up costs involved in reprints.

All advert materials must be sent pre-paid to the publishers' UK office:

The Snacks Magazine

Mill Publishing Ltd.

Cesterbridge House

Cester Bridge

Macclesfield, SK10 5TE, UK

email: production@snacksmagazine.co.uk

Tel: +44 07966 989475

contacts

Advertising & production Jasmin Hill
Editor: Michelle Knott
Advertising artwork to:

production@snacksmagazine.co.uk
editor@snacksmagazine.co.uk
design@snacksmagazine.co.uk

Advertising Rates 2018

	x 1	x 2	x 4
Full page	£1480	£1420	£1310
1/2 page	£990	£940	£890
1/4 page	£615	£595	£550

SPECIAL POSITIONS

Inside Front Cover x4	£1575
Inside Back Cover x4	£1475
Back Cover x4	£1565
Centre double-page spread	Earned rate plus 10%

*Covers and other special positions are cancellable only if written notice is received by the publishers at least 30 days before insertion deadline for that issue. NO cancellations will be accepted after insertion deadline date. The Snacks Magazine reserves the right to cancel space bookings or contracts with advertisers where payment remains outstanding from previous issue.

ONLINE RATES

SPONSORSHIP BANNERS	Increase your exposure with a choice of four sponsorship banner positions which sit around our digital edition	£170
INSERTS	Double sided advert which can sit anywhere inbetween magazine pages.	£150
AD JOLT ANIMATED PAGES	A cost effective way of giving your pdf artwork an animated jolt	£250
EDITORIAL FLASH	Increase the impact of your advertising content with a touch of animation.	£160
BELLYBAND	An advertising strip traditionally wrapped around the outside of the magazine. Your two-sided advert will sit on the front cover for maximum impact.	£200
VIDEO IN ADVERT	With standard players or custom option adding a video to your adverts offers an enhanced platform to showcase your products and services	£170

NB: ONLINE OPTIONS ARE ONLY AVAILABLE TO ADVERTISERS IN THE PRINTED EDITION.

PAYMENT TERMS: Net 30 days in £ Sterling ONLY

TO THE PUBLISHERS:

Mill Publishing Ltd

- by credit transfer (see bank details below)
- by cheque (UK)
- by paypal (additional handling fee charged)

BANK DETAILS

Bank: Natwest
 Sort Code: 01.05.02
 Account Name: Mill Publishing Ltd
 Account Number: 36198900
 IBAN No: GB51NWBK01050236198900
 BIC CODE: NWBKGB2L