

SPECIALITY FOOD

MAGAZINE

MEDIA PACK 2023

Your route to the largest trade audience in fine food

THE ONLY INDUSTRY MAGAZINE WITH AN
INDEPENDENTLY AUDITED CIRCULATION 

“ Belton Farm has a great relationship with the Speciality Food team, who we have worked with for almost 20 years. The magazine delivers interesting and creative solutions that complement and add value to our marketing. Speciality Food offers a great team of professionals who understand and appreciate the needs of their readership, delivering results across print and digital with an ever-increasing circulation ”

JUSTIN BECKETT
MANAGING DIRECTOR, BELTON FARM



Speciality Food has been an invaluable tool for the fine food and drink industry since 2002; helping to forge thousands of connections across the industry as well as being a mouthpiece for the sector's most revered experts and opinion makers. Throughout this period it has published engaging industry news, bespoke features and targeted advertising to the largest national audience in fine food.

The largest industry circulation

Speciality Food is the UK's largest circulated trade magazine for the fine food industry, with an ABC certified circulation of 8,730. Every issue is mailed directly to the most powerful industry audience commercially available; from owners of delicatessens, farm shops and garden centres to buyers at world-renowned food halls and speciality buyers at every major supermarket. In addition, we reach fine food and drink manufacturers and a diverse range of wholesalers and distributors.

What is an ABC certificate?

The Audit Bureau of Circulation is the only organisation which independently verifies a media owner's circulation. ABC is used by every national newspaper and the most successful magazines in the UK. If a magazine does not have an ABC certificate, there is no way of knowing whether it is exaggerating circulation claims or reducing circulation on less popular issues. *Speciality Food* is the only industry magazine that is able to prove its circulation, offering advertisers peace of mind. Further information can be found at abc.org.uk.



“*Speciality Food* is the UK's largest circulated trade magazine for the fine food industry, with an ABC certified circulation of 8,730”



TOTAL BRAND REACH

84,730

MAGAZINE  CIRCULATION 8,730UNIQUE
MONTHLY
WEB USERS 20,000SOCIAL
MEDIA 28,000E-NEWSLETTERS
SUBSCRIBERS 30,000

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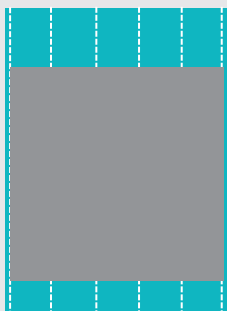
Speciality Food is the UK's largest circulated trade magazine for the fine food industry with an ABC certified circulation of 8,730 

Front Cover Package

Package Price £4,500

Price includes either a skyscraper advertorial or full run of inserts (<15g)

Trim Size 241 x 241mm



Double Page Spread

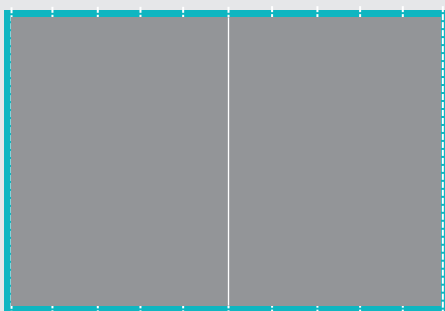
Single Issue £3,750

Three Issues £3,187

Six Issues £3,000

Nine Issues £2,625

Please supply 2x Full Page Adverts



Full Page

Single Issue £2,250

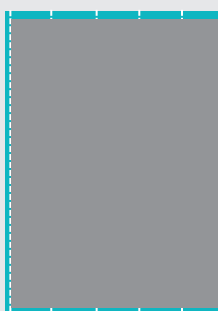
Three Issues £1,912

Six Issues £1,800

Nine Issues £1,575

Trim Size 265 x 360mm

Bleed Size 275 x 370mm



Half Page

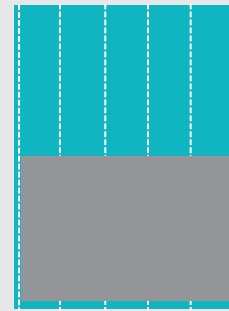
Single Issue £1,380

Three Issues £1,173

Six Issues £1,104

Nine Issues £966

Trim Size 241 x 170mm



Skyscraper

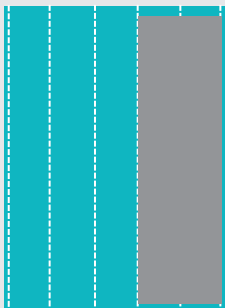
Single Issue £1,150

Three Issues £977

Six Issues £920

Nine Issues £805

Trim Size 94 x 334mm



Mini Page

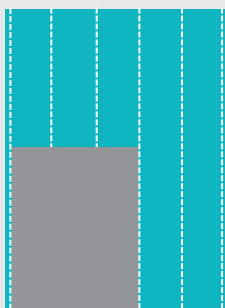
Single Issue £920

Three Issues £782

Six Issues £736

Nine Issues £644

Trim Size 143 x 193mm



Third Page

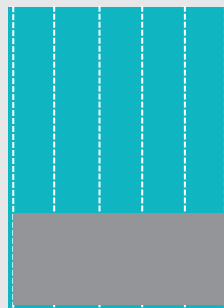
Single Issue £920

Three Issues £782

Six Issues £736

Nine Issues £644

Trim Size 241 x 114mm



Quarter Page

Single Issue £680

Three Issues £578

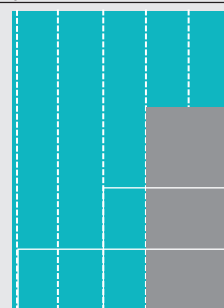
Six Issues £544

Nine Issues £476

Square 143 x 143mm (3 colms)

Portrait 94 x 214mm (2 colms)

Strip 241 x 81mm (5 colms)



Eighth Page

Single Issue £435

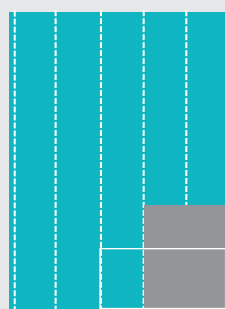
Three Issues £369

Six Issues £348

Nine Issues £304

Landscape 143 x 71mm (3 colms)

Portrait 94 x 107mm (2 colms)



INSERTS & LEAFLETS

Weight	Price
<15g	£1,000
<20g	£1,040
<30g	£1,120
<40g	£1,240
<50g	£1,360
<60g	£1,480
<70g	£1,600
<80g	£1,720
<90g	£1,840
Anything over 90g	CALL

PREMIUM POSITIONS

Back Cover £2,950

First Double Page Spread £4,000

Page 3 Half £1,500

ANNUAL SPECIALS

Double Page Spread £1,995

Full Page £1,150

Half Page £680

Quarter Page £395

OTHERS

Colour Sep (150 words + pic) £350

Covermount / Tip-on CALL

Essential Products £295

Centre Spread Slot £375



2023

January

Editorial Deadline: 25th Nov

Advert/News Deadline: 9th Dec

Published: 3rd Jan

Scottish Special

Taste Direct: Product Sampling

Chocolate

Refurbishment & Business Expansion

Free From

Low Alcohol & Adult Soft Drinks

Centre Spread: Breakfast

February/March

4,000 extra copies at IFE 2023

Editorial Deadline: 20th Jan

Advert/News Deadline: 3rd Feb

Published: 21st Feb

Temperature Controlled Packaging

Fairtrade and Sustainable

Frozen Food & Ready Meals

Cheese From The South West

World Food

Tea

Centre Spread:

Afternoon Tea



Additional products:

Artisan Essentials

April

3,000 extra copies at Farm Shop & Deli Show

Editorial Deadline: 24th Feb

Advert/News Deadline: 9th Mar

Published: 28th Mar

Ice Cream & Desserts

Coffee

Seafood

Cheese From The North

Pet Food

Homewares & Gifts

Centre Spread: Store Cupboard

May (Summer Special Edition)

Editorial Deadline: 1st Apr

Advert/News Deadline: 13th Apr

Published: 2nd May

Oils, Vinegars & Dressings

BBQs & Accompaniments

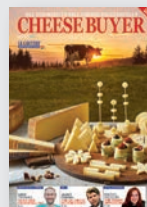
Summer Drinks

Yoghurt, Butter & Cream

Crisps & Bagged Snacks

Centre Spread:

Picnic Food



Additional products:

Cheese Buyer Magazine

June

Editorial Deadline: 12th May

Advert/News Deadline: 26th May

Published: 6th June

Labelling & Packaging

Home Baking

Sweet & Savoury Biscuits

Cakes & Puddings

Spanish Food

Pasta & Cooking Sauces

Centre Spread: BBQ



Additional products:

Drinks Buyer Magazine

July/August

Editorial Deadline: 26th Jun

Advert/News Deadline: 9th Jul

Published: 27th Jul

Special Report: Cheese

Trends 2023

Essential Products Autumn/

Christmas

Christmas Planning

Condiments

Jams, Honey & Spreads

Centre Spread:

Cheeseboard



Additional products:

Snack Buyer Magazine

The Directory 2023

September

4,000 extra copies at Speciality Fine Food Fair

Editorial Deadline: 28th Jul

Advert/News Deadline: 11th Aug

Published: 29th Aug

Speciality & Fine Food Fair Preview

Christmas Puddings & Fruit Cakes

Christmas Cheese

Chutneys & Pickles

Christmas Drinks

Plant Based

lunch! Preview

Charcuterie



Additional products:

Café Buyer Magazine

October (Christmas Edition)

Editorial Deadline: 1st Sep

Advert/News Deadline: 15th Sep

Published: 3rd Oct

Preparing for Christmas

British Cheese

Party Food

Soups & Ready Meals

Centre Spread:

Christmas Gifting



Additional products:

Confectionery & Chocolate

Buyer Magazine

November/December

Editorial Deadline: 6th Oct

Advert/News Deadline: 20th Oct

Published: 7th Nov

Italian Food Special

Last Minute Christmas Ideas

Storecupboard Essentials

Blue Cheese

Hot Drinks

Spirits & Mixers

Centre Spread: Boxing Day



Additional products:

Stock Check Product Guide

Our industry specials offer in-depth industry insight, bringing together features and analysis around key product categories. Each publication is an annual title which remains current for an entire year, giving year-long exposure.



Alongside the February/March **Artisan Essentials** focuses on the must-stock products for spring/summer.



The Directory is the most comprehensive source of information available for the sector, with entries from just £65.



Cheese Buyer is published in May, sharing need-to-know products and industry expertise.



Café Buyer looks at the food service opportunities within retail, and is published in September.



June's **Drinks Buyer** is a must read for stockists of soft and alcoholic drinks.



Covering all things sweet, **Confectionery & Chocolate Buyer** is published in October.



Snack Buyer, dedicated to the innovative snacking sector, is published alongside our July/August issue.



Stock Check showcases the sector's best food and drink. Products are organised into specific categories and we offer one exclusive advertising position per category.

To include your products in our annual industry specials. Get in touch for more information louise.barnes@dcthompson.co.uk 01206 508629

DIGITAL RATECARD

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Our digital platforms are designed to connect the entire fine food industry in an informative, entertaining and open environment. We boast the most comprehensive content in the fine food industry, including news, features, expert insight and opinion, and shine the spotlight on truly great food and drink.

DISPLAY ADVERTISING

Backing Plate:

2 weeks = £695
Per week thereafter = £295
2 units, each: 430x1080px

Catfish Banner:

Follows user down the page

2 weeks = £450
Per week thereafter = £175
1060x90px

Editorial Content Banner (animated):

Solus position on all editorial content

2 weeks = £295
Per week thereafter = £100
510x150px

Leaderboard (static):

1 month = £275 p/m
3 months = £200
6 months = £175
12 months = £150
Desktop: 970x90px, Tablet: 728x90px
Mobile: 320x50px

Double MPU (static):

1 month = £275 p/m
3 months = £200
6 months = £175
12 months = £150
Desktop: 250x600px, Mobile: 300x250px

Daily Briefing Leaderboard:

1 week = £795
Per week thereafter = £695
580x180px

DIRECT MARKETING

Dedicated Eshot:

Bespoke email directly to 30,000 trade subscribers.

Set up: £200 (per eshot)

Delivery:

1 x Eshot = £1,000
2 x Eshots = £1,600

CONTENT MARKETING

Partner Content: £595

Advertorial or native content is seamlessly integrated within our editorial feed, to allow your message to be digested from a position of authority, within news-worthy content. This also can also include: images, video and valuable backlinks to your website boosting your own SEO ranking.

Daily Newsletter Takeover: £1,295

(includes Partner Content)

Top story on the daily newsletter, with direct links to the brand's website, plus the added exposure of a Partner Content on the Speciality Food website.



PROUDLY WORKING WITH



SPECIALITY FOOD

MAGAZINE

