

SPECIALITY FOOD

MAGAZINE

MEDIA PACK 2024

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

87,730

MAGAZINE  CIRCULATION 8,730UNIQUE
MONTHLY
WEB USERS

16,000

SOCIAL
MEDIA

28,000

E-NEWSLETTERS
SUBSCRIBERS

35,000



CONTACT US

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PRINT RATECARD

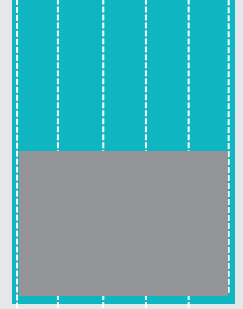
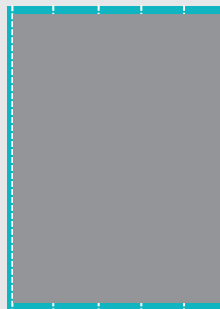
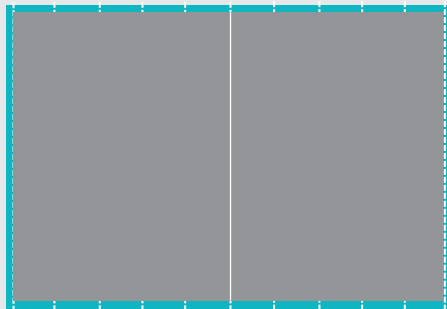
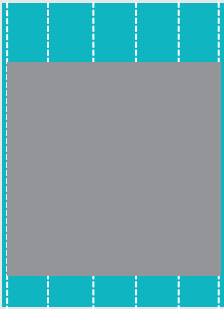
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Front Cover Package	
Package Price	£4,500
Price includes either a skyscraper advertorial or full run of inserts (<15g)	
Trim Size	241 x 241mm

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

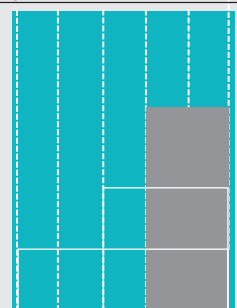
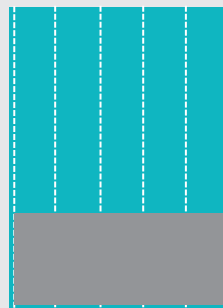
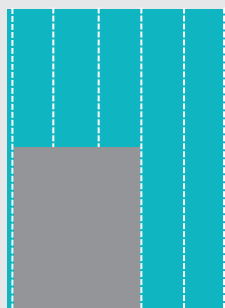
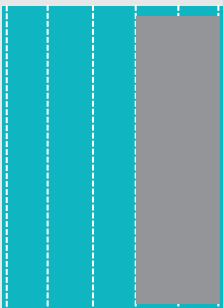


Skyscraper	
Single Issue	£1,150
Three Issues	£977
Six Issues	£920
Nine Issues	£805
Trim Size	94 x 334mm

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)



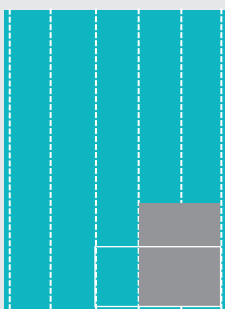
Eighth Page	
Single Issue	£435
Three Issues	£369
Six Issues	£348
Nine Issues	£304
Landscape	143 x 71mm (3 colms)
Portrait	94 x 107mm (2 colms)

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





2024

January

Editorial Deadline: 23rd Nov
Advert/News Deadline: 7th Dec
Published: 3rd Jan
 Scottish Special
 Taste Direct: Product Sampling
 Chocolate
 Refurbishment & Business Expansion
 Tea
 Cheese Pairing
Centre Spread: Breakfast

4,000 extra copies at IFE 2024

February/March

Editorial Deadline: 18th Jan
Advert/News Deadline: 1st Feb
Published: 20th Feb
 Temperature Controlled Packaging
 Frozen Food & Ready Meals
 Fairtrade and Sustainable
 Selling Cheese
 Spirits & Mixers
 BBQ & Accompaniments
Centre Spread: Afternoon Tea



Additional products:
 Artisan Essentials

April

3,000 extra copies at Farm Shop & Deli Show

Editorial Deadline: 22nd Feb
Advert/News Deadline: 7th Mar
Published: 26th Mar
 Farm Shop & Deli Show Preview
 Ice Cream & Desserts
 Coffee
 Cheese Display
 Pet Food
 BBQs & Accompaniments
Centre Spread: Drinks Cabinet

May (Summer Special Edition)

Editorial Deadline: 4th Apr
Advert/News Deadline: 18th Apr
Published: 7th May
 Oils, Vinegars & Dressings
 Summer Drinks
 Yoghurt, Butter & Cream
 Crisps & Bagged Snacks
 Condiments
Centre Spread: Outdoor Eating
Additional products:
 Cheese Buyer Magazine



June

Editorial Deadline: 9th May
Advert/News Deadline: 23rd May
Published: 11th June
 International Cheese & Dairy Awards Preview
 Pasta, Rice & Cooking Sauces
 Labelling & Packaging
 Sweet & Savoury Biscuits
 Cakes & Puddings
 World Food
 Summer Cheese
Centre Spread: Store Cupboard
Additional products:
 Drinks Buyer Magazine



July/August

Editorial Deadline: 20th Jun
Advert/News Deadline: 4th July
Published: 23rd July
Special Report: Cheese Trends 2024
 Essential Products
 Christmas Planning
 Homewares & Gifts
 Jams, Honey & Spreads
Centre Spread: Cheeseboard
Additional products:
 Snack Buyer Magazine
 The Directory 2024



September

4,000 extra copies at Speciality Fine Food Fair

Editorial Deadline: 1st Aug
Advert/News Deadline: 15th Aug
Published: 3rd Sep
 Speciality & Fine Food Fair Preview
 Christmas Puddings & Fruit Cakes
 Christmas Cheese
 Chutneys & Pickles
 Christmas Drinks
 lunch! Preview
Centre Spread: The Chiller
Additional products:
 Café Buyer Magazine



October (Christmas Edition)

Editorial Deadline: 29th Aug
Advert/News Deadline: 12th Sep
Published: 1st Oct
 Preparing for Christmas
 Home Baking
 British Cheese
 Party Food
 Soups & Ready Meals
Centre Spread: Christmas Gifting
Additional products:
 Confectionery & Chocolate Buyer Magazine



November/December

Editorial Deadline: 3rd Oct
Advert/News Deadline: 17th Oct
Published: 5th Nov
 Low Alcohol & Adult Soft Drinks
 Italian Food Special
 Last Minute Christmas Ideas
 Storecupboard Essentials
 Blue Cheese
 Plant Based
 Hot Drinks
Centre Spread: Boxing Day
Additional products:
 Stock Check Product Guide



OUR PORTFOLIO

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@artichokehq.com 01206 508629

DIGITAL RATECARD

7

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 35,000 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

