

www.cafe-business.co.uk

# CAFÉ BUSINESS

**2012  
MEDIA  
INFORMATION  
PACK**

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## ABOUT THE MAGAZINE

Editorially, Café Business brings you on a bi-monthly basis, news and features from end-user foodservice outlets and quality suppliers, whilst maintaining its unique strength in featuring intimate profiles of industry leading companies and individuals. Café Business also brings you in-depth reports from the most integral industry events.

Café Business covers the products and equipment that serve the sector. That doesn't just mean coffee, it also encompasses other hot and cold beverages, quality food, ancillary items, machines and accessories. Café Business examines the trends and issues that affect both the high street outlets and the so-called 'OCS' sector. You might argue that these are two different markets and to a certain extent they are. However, they do have one common factor – a demand for high quality .

CAFÉ BUSINESS IS YOUR INDUSTRY PUBLICATION





## THE READERSHIP BREAKDOWN

### READERS - WITH PURCHASING POWER

By constantly updating our data base, we guarantee that the recipients are those with true purchasing authority or influence. Café Business will be received monthly by approximately 6000 named individuals, with direct or indirect decision making authority / influence.

In addition to these primary recipients of Café Business, on average each copy is passed on to at least two other colleague - which means that in any issue of Café Business your advertising message could be read by as many as 21,000\* readers.

### MONTHLY DISTRIBUTION

In Store Coffee Shops	251
Hotel Chains & Conf. Centres	362
Specialist Tea & Coffee Outlets	1555
Cafés / Sandwich Shops / Bakeries	1511
Golf / Private Leisure Clubs	598
Restaurants	902
Offices / Workplaces / Facilities Managers	325
Manufacturers / Distributors	449
Pub / Bar Chains	650
Contract Caterers	155
Beverage Service Providers	259
Coffee Roasters / Tea Blenders	111

Total Circulation: 6000

Plus 3.5 - 4k web hits per month



\*source - 2007 Café Business reader attitude survey - based on 3 readers per copy

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# CAFÉ BUSINESS

## EDITORIAL FEATURE SCHEDULE 2012

### January/February

Annual Equipment Guide  
Bulk Brew  
Fairtrade Fortnight Preview  
Easter Products  
Foodservice Packaging Magazine

### July/August

Coffee  
Toppings & Syrups  
Cookies & Biscuits  
Water – Boilers & Filtration  
Foodservice Packaging Magazine

### March/April

The Art of Breakfast  
Licensing  
Cold Drinks  
Ice Cream & Frozen Yoghurt  
Foodservice Packaging Magazine

### September/October

Drinking Chocolate  
Coffee Machines  
Halloween Products  
Cakes  
Foodservice Packaging Magazine

### May/June

Caffè Culture Preview  
Summer Menus  
Tea  
Outdoor Solutions  
Foodservice Packaging Magazine

### November/December

Cleaning Machines  
Branding  
Xmas Menus  
Interior Design  
Foodservice Packaging Magazine

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EVERY ISSUE, CAFÉ BUSINESS  
ALSO BRINGS YOU:

**SCAE Update:** As the official media partner to the SCAE UK chapter, incorporating the UK Barista Championship, Café Business brings you all the competitor news and preparations for the UK finals and the lead-up to the World finals in Vienna in June. Trust Café Business to keep you up-to-date with developments as the event of the barista year approaches.

### Industry and Product

**News:** Keep up-to-date with our unrivalled and independent round-up of the latest news from the out-of-home beverage market.

### Foodservice Packaging

**Magazine:** Every issue we bring you latest news, reports and features from the foodservice packaging sector in the official publication of the Foodservice Packaging Association.

**My Space:** A chance to marvel at the interiors of some of the most innovative cafe spaces in the UK.

### Comment from Industry

**Specialists:** Regular guest column positions, including And Finally and the original industry Business Column ensure a wide range of views and opinions from some of the industry's best known names.

*Impartial, industry-savvy and staunchly anti-flummery - Cafe Business is the trade magazine for the industry-at-large with content as relevant for the shop floor as it is for the suits in the office.  
Get your copy today.*

www.cafe-business.co.uk

# CAFÉ BUSINESS

## PRODUCTION SCHEDULE 2012

### January/February July/August

Edit copy deadline: Jan 16

Ad copy deadline: Jan 23

Edit copy deadline: June 29

Ad copy deadline: July 12

### March/April September/October

Edit copy deadline: March 15

Ad copy deadline: March 29

Edit copy deadline: August 20

Ad copy deadline: September 3

### May/June November/December

Edit copy deadline: April 10

Ad copy deadline: April 20

Edit copy deadline: October 29

Ad copy deadline: November 12



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[www.cafe-business.co.uk](http://www.cafe-business.co.uk)



## WHAT THE READERS SAY ABOUT CAFÉ BUSINESS

### READING HABITS\*

- 53% of Café Business readers read it immediately
- 47% read it within a week
- 64% of Café Business readers read 75-100% of the publication
- 36% read 50-75% of Café Business

### PASS ON READERSHIP\*

- 50% of Café Business readers pass it on to a colleague
- 50% keep Café Business for future reference
- 77% of Café Business readers pass it onto between 1 and 5 colleagues
- 23% pass it onto between 6 and 10 colleagues

### HOW THE READERS VALUE THEIR COPY OF CAFÉ BUSINESS\*

- 86% of Café Business readers value the editorial style as either excellent or good
- 93% of readers value the range of issues as either excellent or good
- 93% of readers value the interest level of features as either excellent or good
- 67% value the lay out style as either excellent or good
- 86% value the Quality Feel as either excellent or good

*\*source - 2007 Cafe Business reader attitude survey*

## THE CAFÉ BUSINESS WEBSITE - AN INTERNET OPPORTUNITY

**www.cafe-business.co.uk** has established itself as the industry's principle comprehensive reference service when sourcing products and services for the out of home sector of the food service industry, fully searchable by company, products and industry personnel.



*Special promotional / advertising packages are available on the Café Business web site, for full details please contact us to discuss your requirements.*



# ADVERTISING RATES AND MECHANICAL DATA

EFFECTIVE 1ST JANUARY 2012

ADVERTISING	1	6	12
DPS Colour	£2,100.00	£1,995.00	£1,890.00
Page Colour	£995.00	£945.00	£895.00
Half Page Colour	£650.00	£617.00	£585.00
Quarter Page Colour	£400.00	£380.00	£360.00
Eighth Page	£185.00	£175.75	£166.50
<b>SPECIAL POSITION</b>			
Front Cover Package*	£4,000.00	-	-
Inside Front Cover	£1,100.00	£1,045.00	£990.00
Outside Back Cover	£1,200.00	£1,140.00	£1,080.00

\*Front Cover Package comprising the front cover, a double page spread of editorial together with 1000 reprints of four pages to include; the cover, double page spread editorial and an additional page advertisement.

## MECHANICAL DATA

Page Type Area	200 x 287
Page Bleed	216 x 303
Page Trim	210 x 297
Half Page Horizontal	185 x 125
Half Page Vertical	95 x 287
Quarter Page	91 x 125
Quarter Page Strip	55 x 297*
Eighth Page	45 x 125

\*plus 3mm bleed on outside edge.

<b>CLASSIFIED ADVERTISING</b>	£30 per single column centimetre
<b>LINEAGE</b>	80p per word minimum of £25.00
<b>BOX NUMBER</b>	£15.00
<b>SPOT COLOUR</b>	£250 extra (special colours by separate quote)

## LOOSE INSERTS

Inserts are accepted for either the full run of the mailing list or for specific categories (breakdown available on request). The rate for an insert weighing less than 28 grams is £350 per 1000 for specific categories or £1200 for the full run.

## AGENCY DISCOUNT

10% discount is available only to recognised agencies.

## ORIGINATION

All origination work is recharged in all instances. An estimate (if required) and proof will be sent or faxed once advertisement copy has been received and examined by our in-house design team.

## COPY SUPPLY BY E-MAIL

Please ring 07403 900 236 to confirm that the copy is being supplied and send a hard copy to our offices.

We are unable to take any responsibility for the incorrect publication of material without hard copy being supplied.

Please ensure any digital images supplied are a minimum resolution of 300 dpi.

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