

Fine Food Digest

EDITORIAL FEATURES 2018

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

JANUARY-FEBRUARY

- Fine Food Show North preview (11th-13th February)
- Equipment & services for artisan producers
- The Source preview (7th-8th February)
- Pickles & chutneys

MARCH

- Soft drinks
- Chocolate & confectionery
- Sweet & savoury biscuits
- Coffee
- IFEX (20th-22nd March)

APRIL

- Farm Shop & Deli Show preview (16th-18th April)
- Oils & vinegars
- Tea
- Natural, organic & health foods including Natural & Organic Products preview (22nd-23rd April)

MAY

SUMMER DINING SPECIAL

- Ice cream
- BBQ meats
- Dressings, sauces & marinades
- Beers, wines and spirits
- Mixers & mocktails
- Tableware & accessories

JUNE

- Home baking
- Jams & preserves
- Savoury snacks
- Cakes & puddings

JULY

- Importers & Distributors guide
- The Deli Counter
- British Cheese Awards report



AUGUST

- Christmas Special

SEPTEMBER

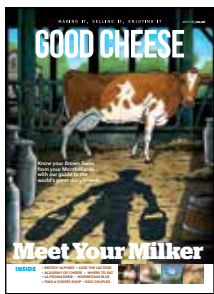
- S&FFF preview (2nd-4th September)
- Lunch! show preview (20th-21st September)

OCTOBER-NOVEMBER

- Last-minute Christmas ideas
- Great Taste Golden Fork Winners
- Great Taste Winners (advertorials)
- Cook's store-cupboard

DECEMBER

- Scotland's Speciality Food Show preview
- Equipment & services for retailers
- World Cheese Awards report
- Seafood



GOOD CHEESE 2018-19

The annual magazine for everyone who makes, sells and enjoys cheese, *Good Cheese* is read by 10,000 consumers and trade buyers, and published ahead of the World Cheese Awards.

Publication:
November 2018



GREAT TASTE BOOK 2018-19

With a massive 250,000 annual circulation, the A5-sized *Great Taste Book* allows award-winners to reach a

huge audience of consumers and trade buyers. Any 2018 award-winner can book a quarter-page advertorial and ensure their products are showcased alongside the year's major 'Golden Fork' winners. The *Great Taste Book* is distributed free at events, ranging from the Speciality & Fine Food Fair to all BBC Good Food shows.

Publication:
Autumn 2018



BEST BRANDS 2018-19

A chance for speciality food & drink advertisers to position themselves alongside the best in the business, as

we celebrate the top winners from all 2018's fine food & drink award schemes in this annual one-off magazine. Includes the results of our exclusive *Best Brands* survey, revealing the top sellers in British delis, farm shops and food halls.

Publication:
December 2018

Fine Food Digest

The **Guild of Fine Food's** wide range of activities in speciality food and drink – including publishing, training, exhibitions and **Great Taste** – means we are uniquely placed to build and maintain the most targeted circulation in the 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 speciality food producers selling to retailers regionally and nationally.

Targeted Circulation

Every issue of *Fine Food Digest* is mailed directly to a named individual at around 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** and **World Cheese Awards**, organise the **Fine Food Show North** 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 products, 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 a trade and consumer portfolio that includes *Fine Food Digest*, *Best Brands*, *Great Taste Book* and *Good Cheese* – plus the annual **Fine Food Show North**, **Great Taste** and **World Cheese Awards** - we're perfectly placed to offer complete marketing packages covering advertising, advertorials, sponsorship and exhibitions.

What's more, advertisers who become a member of the Guild can benefit from guaranteed discounts as well as special editorial support.



Fine Food Digest

All prices exclude VAT. All adverts are full colour.

Advert Size	Single Insert	3 Insert Rate	6 Insert Rate	10 Insert Rate
Double Page	£2975.00	£2750.00	£2535.00	£2310.00
Outside Back Cover	£2200.00	£2025.00	£1860.00	£1685.00
Inside Front Cover	£1975.00	£1810.00	£1635.00	£1465.00
Full Page	£1700.00	£1600.00	£1500.00	£1350.00
Half Page	£940.00	£840.00	£785.00	£730.00
Quarter Page	£490.00	£450.00	£415.00	£390.00

Discounts for Guild of Fine Food producer members:

Advert Size	Single Insert	3 Insert Rate	6 Insert Rate	10 Insert Rate
Double Page	£2750.00	£2535.00	£2310.00	£1965.00
Outside Back Cover	£2025.00	£1860.00	£1685.00	£1500.00
Inside Front Cover	£1810.00	£1635.00	£1465.00	£1260.00
Full Page	£1600.00	£1500.00	£1350.00	£1200.00
Half Page	£840.00	£785.00	£730.00	£670.00
Quarter Page	£450.00	£415.00	£390.00	£350.00

Inserts

Based on an insert measuring no more than 230 mm x 315 mm (the size of *Fine Food Digest*) and up to 25 mm thick (anything outside this spec can be costed on request)

Min charge on full circ up to 10 gms **£640.00**

For every additional 10 gms **£150.00**

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

Min charge including 10 gms £640.00

120 gms minus 10 gms = 110 gms, 110 gms divided by 10gms = 11

11 x £150.00 **£1650.00**

Insertion cost **£2290.00**

Advert sizes/mechanical data

Page Trim Size 230mm width x 315mm height

Double Page 460 mm x 315 mm, with bleed: 466 mm x 321 mm, type area: 432 mm x 287 mm

Full Page 230 mm width x 315 mm height, with full bleed: 236 mm x 321 mm, type area 204 mm x 287 mm

Half Page vertical: 100 mm width x 287 mm height, horizontal: 204 mm width x 141.5 mm height

Quarter Page 100 mm width x 141.5 mm height.

Acceptable artwork: **PDF:** print-ready CMYK with no trim marks and. **JPEG/TIFF:** CMYK 100% size at 300ppi.
EPS files: CMYK file format, fonts should be converted to outlines and images embedded. Embedded images should be 100% size at 300ppi.



Fine Food Digest

“Being a small and specialist food company here at Scarlett & Mustard, we don't have a big marketing and advertising budget so we have to choose very carefully and wisely where we spend our money. *Fine Food Digest* has great distribution across our target market of independent fine food retailers and having a regular presence helps us carry our message straight to our existing and potential customers. It has excellent quality features and its tie-in to Great Taste makes it an essential publication for us to appear in. Finally it has kept in mind the budgets for smaller businesses and made advertising affordable to all.”

Sandy Ruddock, Scarlett & Mustard.

“Kent's Kitchen has been advertising with *Fine Food Digest* for a couple of years now and it is the only place where we choose to advertise. The team is great to work with and the adverts for us are good value for money. The publication reaches the people we want to get our products in front of. We know that many buyers from delis, farm shops and food halls have been in touch with us because they have seen our advert in this magazine.”

Emma Forbes, Kents Kitchen

“As a regular reader of *Fine Food Digest*, I find it is packed with interesting and valuable information, always relevant, always intelligent and, as a result, we are always happy to advertise within it.”

Maria Whitehead, The Hawkshead Relish Company.

“Radnor Hills have booked a series of advertisements with *Fine Food Digest*, we feel the magazine reaches exactly the right target market for our premium soft drinks ranges, especially our Heartsease Farm presses. The team at *Fine Food Digest* are really helpful and pro-active and we feel we get great value for money as well as good visibility and the perfect audience.”

Penny Butler, Radnor Hills.

“We have now had three years of advertising regularly in the trade press, notably with *Fine Food Digest*, with some catchy one-liners as the theme to our campaign. As far as we can tell, this has helped underpin our awareness campaign.”

Paul Bendit, Metro Drinks

