

features list 2012

FEBRUARY 148

Copy deadline 6/2 • Published 20/2

Pizza Week
Pizza Expo Paris Preview

Franchising - There are plenty of franchising opportunities to be had, with all of the big pizza chains having set ambitious targets for future growth. But what's required of a successful franchisee, and what can the franchisors offer in return? We report on the latest news and developments from the major operators.

Toppings - From the simple and conventional to the new and fashion-led, we come up to date with the latest pizza toppings by bringing together some insider tips from some top pizza chefs, as well as casting an eye over the pizza toppings that are proving popular in the retail sector.

Social marketing - Social and local marketing is one way for independent operators to compete on a more level playing field with their bigger counter-parts, but how do you go about capitalising on the likes of Facebook and Twitter, and just how effective can it be?

JUNE 150

Copy deadline 17/5 • Published 30/5

Going for gold - Britain will be taking centre stage in 2012 with the hosting of the Olympic Games. It's also the year of the Queen's Diamond Jubilee, meaning that visitor numbers will be up. With marketing in mind, we find out how businesses can put themselves on the map by making the most of the year's promotional opportunities.

Ice cream - Whether served as a sit down dessert or take-away item, ice cream has the potential to boost revenue year round. We showcase some of the ice cream making equipment that's now available for those wishing to make their own on site, and identify some of the latest, and most popular, flavours to stock.

Pizza *Napoletana* - The Neapolitan tradition of making pizza is becoming more widely known, understood and appreciated in the UK. We consider the ingredients required, as well as the pizza-making skills of a *pizzaio*.

NOVEMBER 152

Copy deadline 17/10 • Published 01/11

Hot topic - From wood fired to deck, microwave and conveyor, every outlet has an opinion as to what type of oven works well and why. We showcase several different types of pizza ovens, finding out more about the technology behind them as well as what type of outlets suit them best.

Coffee corner - With the UK being home to a vibrant cafe and coffee shop sector, more and more consumers are demanding premium quality speciality coffees where ever they go. How can outlets tap into this increasing demand, and what's required to offer high quality coffee-based drinks that are good enough to compete with the coffee chains?

Pizza flour - What characterises a typical pizza flour, and what should outlets be looking for when it comes to selecting the right type for their particular business? With help from some of the sector's flour suppliers, we discuss the key properties of this vital pizza ingredient.

APRIL 149

Copy deadline 26/3 • Published 7/4

Cheese - Dairy prices have been on the rise and with cheese being a pizza staple the pressure is on to source the right quality cheese at the right price. We take a closer look at some of the sector's most popular cheeses, as well as some up and coming flavours that are making a name for themselves in the pizza world.

Delivery drivers - An overview of vehicle and driver requirements, as well as the safety provision surrounding pizza delivery drivers. We consider the current challenges to be faced, and hear how the chains have been co-ordinating their efforts to better safeguard the personal safety of their delivery drivers.

Packaging - Form and function are key factors for 'to go' packaging, together with an item's recyclability. We focus on some of the latest packaging launches with appeal to the takeaway and Italian food sector at large.

AUGUST 151

Copy deadline 18/7 • Published 31/7

Image conscious - Many QSRs (quick service restaurants), and in particular the high street chains, are well known for their strong branding and good design. We find out how and why an outlet's image can be so important to its success.

Pizza delivery - Timing is everything in pizza delivery. Every second counts, but could operators better optimise their routine? We review some of the well established delivery products and software that many outlets have come to rely on, and hear about the latest updates and new launches.

Manufacturing equipment - We report on some of the larger scale food processing and manufacturing equipment that's used for ready meal, pasta, bread and pizza base manufacture. From dough mixers to chill cabinets and refrigerators, we also cast an eye over some catering equipment of note for smaller, independent operators.

DECEMBER 153

Copy deadline 28/11 • Published 13/12

AWARDS ISSUE

Wonderful wine - Deciding which wines to stock can be a challenging decision with taste as well as budgets to balance. With input from some wine suppliers to the trade, we discover how outlets can make the most of their wine selection, and also ask which wines complement pizza, and why.

Health and hygiene - The penalties of not having good health and safety, and hygiene practices in place can be severe for both restaurants and delivery/takeaway outlets. We report on what the law requires, as well as ways of managing health and hygiene matters effectively.

Premium potential - Italy is very famous for many premium and DOP status ingredients (meats, cheeses and wines, for example). We find out more about some of the opportunities for outlets, as well as how the ready meal manufacturers have been further developing the authenticity and quality of Italian meals in the retail environment.

**Plus news, views, interviews, profiles, reviews, exhibition previews & regulars...
Extra features on ovens, pizza toppings, cheese & delivery**

For more information on editorial contributions call Clare Benfield on **01291 636336** or email clare@jandmgroup.co.uk.

For subscription and general enquiries please call **01291 636335** or email Kevin@jandmgroup.co.uk



advertising rates 2012

Pizza, Pasta & Italian Food Magazine is the official journal of PAPA, the UK body representing manufacturers, suppliers and retailers. The magazine is published 6 times a year and distributed to retail buyers, caterers, restaurants, pizza takeaways & associated businesses in the industry.

. DISPLAY ADVERTISING RATES ,

Front cover panel	£1850
Inside front cover	£1550
Outside back cover	£1850
Inside back cover	£1550
Double page spread	£2250
Page	£1350
Half	£850
Quarter	£ 575
Eighth	£ 285

. CLASSIFIED ADVERTISING RATES ,

£18.00 per single column centimetre.

All charges are subject to VAT at the current rate.

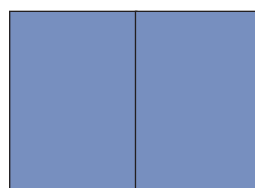
. INSERTS ,

£185 per 1000 up to approx 10grms
(Above 10grms price subject to quotation)
Agency commissions 10%

A separation charge of £100 is made for editorial product pictures.

TO BOOK YOUR SPACE contact Andrew Emery
01291 636334 or fax 01291 630402
email: andrew@jandmgroup.co.uk
Advertising Dep, Association House, 18c, Moor Street, Chepstow, NP16 5DB.

. MECHANICAL DATA ,

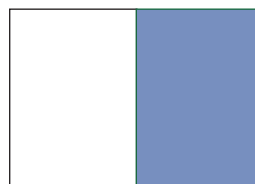


DOUBLE PAGE SPREAD

Type area = 268 x 400mm

Bleed = 301 x 215mm

Trim = 296 x 420mm

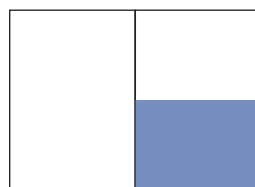


FULL PAGE

Type area = 268 x 184mm

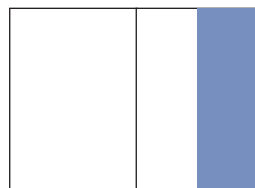
Bleed = 301 x 215mm

Trim = 296 x 210mm



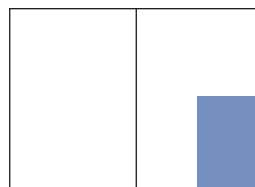
HALF PAGE HORIZONTAL

130 x 184mm



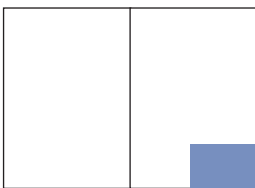
HALF PAGE VERTICAL

260 x 90mm



QUARTER PAGE VERTICAL

90 x 130mm



EIGHTH PAGE HORIZONTAL

65 x 90mm

All artwork should be supplied as a high resolution CMYK flattened PDF file on disk along with a true colour representation proof. Without this we cannot accept liability for any error in reproduction. Artwork should be sent to: J&M Group, Association House, 18c Moor Street, Chepstow, Monmouthshire NP16 5DB or on email: jayson@jandmgroup.co.uk Other formats can be accepted by arrangement, call: **01291 636 339**



ARE YOU A P.C. ?

Advertise in our **P**izza **C**lassified section, and be seen by thousands of buyers in the Pizza industry!

TO BOOK YOUR SPACE contact Andrew Emery **01291 636334** or fax 01291 630402
email: **andrew@jandmgroup.co.uk**

Advertising Dep, Association House, 18c, Moor Street, Chepstow, NP16 5DB.

advertise here for
just £100 per edition
or £540 per year.

advertise
here for
just £60
per edition
or £300
per year.

advertise
here for
just £??
per edition
or £??? per
year.

advertise here
for just £200
per edition or
£1,095 per year.

