

# SPECIALITY FOOD

MAGAZINE

MEDIA PACK 2025

## 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 over 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 8,937. 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](http://abc.org.uk).



“ *Speciality Food* is the UK's largest circulated trade magazine for the fine food industry, with an ABC certified circulation of 8,937 ”



TOTAL BRAND REACH

100,000+

MAGAZINE  CIRCULATION 8,937

UNIQUE MONTHLY WEB USERS 20,000

SOCIAL MEDIA 30,000

E-NEWSLETTERS SUBSCRIBERS 42,000



## CONTACT US

**Sam Reubin**  
 Publisher

sam.reubin@artichokehq.com  
 01206 505936

**Jessica Brett**  
 Advertising Manager

jessica.brett@artichokehq.com

**Louise Barnes**  
 Senior Account Manager

louise.barnes@artichokehq.com  
 01206 508629



# PRINT RATECARD

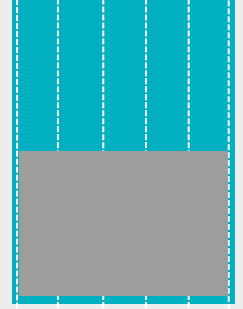
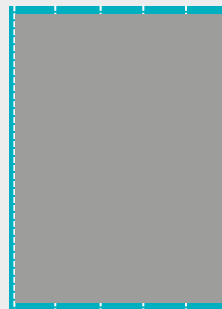
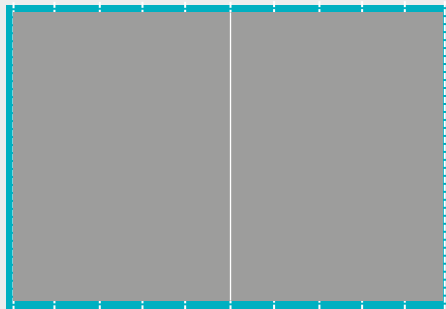
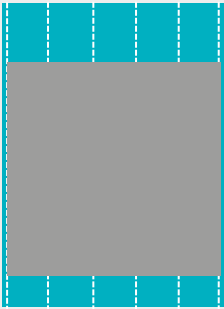
Speciality Food is the UK's largest circulated trade magazine for the fine food industry with an ABC certified circulation of 8,937 

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	£2,350
Three Issues	£1,997
Six Issues	£1,880
Nine Issues	£1,645
Trim Size	265 x 360mm
Bleed Size	275 x 370mm

Half Page	
Single Issue	£1,450
Three Issues	£1,232
Six Issues	£1,160
Nine Issues	£1,015
Trim Size	241 x 170mm

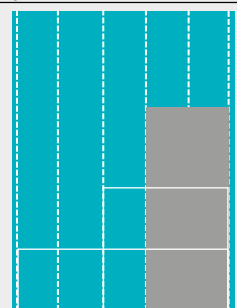
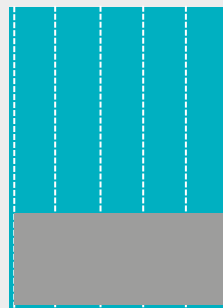
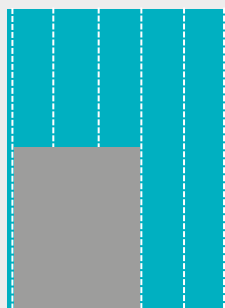
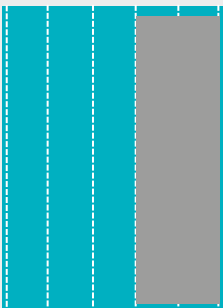


Skyscraper	
Single Issue	£1,200
Three Issues	£1,020
Six Issues	£960
Nine Issues	£840
Trim Size	94 x 334mm

Mini Page	
Single Issue	£950
Three Issues	£807
Six Issues	£760
Nine Issues	£665
Trim Size	143 x 193mm

Third Page	
Single Issue	£950
Three Issues	£807
Six Issues	£760
Nine Issues	£665
Trim Size	241 x 114mm

Quarter Page	
Single Issue	£700
Three Issues	£595
Six Issues	£560
Nine Issues	£490
Square	143 x 143mm (3 colms)
Portrait	94 x 214mm (2 colms)
Strip	241 x 81mm (5 colms)



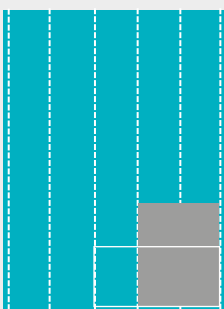
Eighth Page	
Single Issue	£450
Three Issues	£382
Six Issues	£360
Nine Issues	£315
Landscape	143 x 71mm (3 colms)
Portrait	94 x 107mm (2 colms)

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	£1,650

ANNUAL SPECIALS	
Double Page Spread	£1,995
Full Page	£1,200
Half Page	£700
Quarter Page	£395

OTHERS	
Colour Sep (150 words + pic)	£350
Covermount / Tip-on	CALL
Essential Products	£295
Centre Spread Slot	£395



## October (Christmas Edition)

**Editorial Deadline:** 6 September

**Advert Deadline:** 20 September

**Published:** 9 October

Christmas Trends  
Christmas Merchandising  
Seasonal Parties  
Home Baking  
British Cheese  
Soups & Ready Meals

**Centre Spread:**

Christmas Gifting

**Additional products:**

Confectionery & Chocolate Buyer Magazine



## November/December

**Editorial Deadline:** 4 October

**Advert Deadline:** 18 October

**Published:** 6 November

Italian Food Special  
Selling Christmas Ideas  
Storecupboard Essentials  
Blue Cheese  
Hot Drinks

**Centre Spread:**

Boxing Day

**Additional products:**

Stock Check Product Guide



## 2025

### January/February

**Editorial Deadline:** 22 November

**Advert Deadline:** 6 December

**Published:** 2 January

**Taste Direct: Product Sampling**

Scottish Special  
Chocolate  
Refurbishment & Business Expansion  
Cheese Pairing  
Family Food & Drink

**Centre Spread:** Breakfast

### March

**Editorial Deadline:**

**24 January**

**Advert Deadline:**

**7 February**

**Published:** 26 February

**The Green Report 2025**

Sustainable Champions  
IFE 2025 Show Preview  
Essential Products  
Temperature Controlled Packaging  
Frozen Food & Ready Meals

**Centre Spread:**

Sustainable Brands

4,000 extra copies at IFE 2024



## April

**Editorial Deadline:** 28 February

**Advert Deadline:** 14 March

**Published:** 2 April

Farm Shop & Deli Show Preview  
Natural Products Show Preview  
Nostalgic Food & Drink  
BBQs & Accompaniments  
Pet Supplies  
Ice Cream & Desserts

**Centre Spread:**

Store Cupboard

**Additional products:**

Drinks Buyer Magazine

3,000 extra copies at Farm Shop & Deli Show



## May

**Edit Deadline:** 11 April

**Ad Deadline:** 25 April

**Published:** 14 May

**Trendsetters 2025**

Oils, Vinegars & Dressings  
Summer Drinks  
Charcuterie  
Crisps & Bagged Snacks  
Condiments

**Centre Spread:**

Outdoor Eating

**Additional products:**

Cheese Buyer Magazine



## June

**Editorial Deadline:** 16 May

**Advert Deadline:** 30 May

**Published:** 18 June

International Cheese & Dairy Awards  
Pasta, Rice & Cooking Sauces  
Labelling & Packaging  
Sweet & Savoury Biscuits  
Cakes & Puddings  
World Food  
Dairy Products

**Centre Spread:**

Afternoon Tea

**Additional products:**

Artisan Essentials



## July/August

**Edit Deadline:** 27 June

**Advert Deadline:** 11 July

**Published:** 30 July

**Cheese Report 2025**

Top Christmas Products  
Preparing for Christmas  
Homewares & Gifts  
Jams, Honey & Spreads

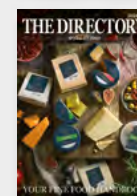
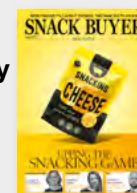
**Centre Spread:**

Cheeseboard

**Additional products:**

Snack Buyer Magazine

The Directory 2025



## September

**Editorial Deadline:** 1 August

**Advert Deadline:** 15 August

**Published:** 3 September

Speciality & Fine Food Fair Show Preview  
Christmas Puddings & Fruit Cakes  
Christmas Cheese  
Chutneys & Pickles  
Asian Flavours  
Christmas Drinks  
lunch! Preview

**Centre Spread:** The Chiller

**Additional products:**

Café Buyer Magazine

4,000 extra copies at Speciality Fine Food Fair



Features below will be reviewed at the end of 2024

## October (Christmas Edition)

**Editorial Deadline:** 5 September

**Advert Deadline:** 19 September

**Published:** 8 October

Christmas Trends  
Christmas Merchandising  
Seasonal Parties  
Home Baking  
British Cheese  
Soups & Ready Meals

**Centre Spread:**

Christmas Gifting

**Additional products:**

Confectionery & Chocolate Buyer Magazine



## November/December

**Editorial Deadline:** 3 October

**Advert Deadline:** 17 October

**Published:** 5 November

**Wellness 2026** (Low Alcohol Drinks, Plant Based, Healthy Free-From)

Italian Food Special  
Selling Christmas Ideas  
Blue Cheese  
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.



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



**The Directory** is the most comprehensive source of information available for the sector, with entries from just £85.



**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.



Alongside the June issue **Artisan Essentials** focuses on the must-stock products for 2025.



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](mailto: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 = £750  
Per week thereafter = £325  
2 units, each: 430x1080px

### Catfish Banner:

*Follows user down the page*

2 weeks = £490  
Per week thereafter = £195  
1060x90px

### Editorial Content Banner (animated):

*Solus position on all editorial content*

2 weeks = £325  
Per week thereafter = £110  
510x150px

### Leaderboard:

1 month = £295 p/m  
3 months = £220  
6 months = £195  
12 months = £175

Desktop: 970x90px, Tablet: 728x90px  
Mobile: 320x50px

### Double MPU:

1 month = £295 p/m  
3 months = £220  
6 months = £195  
12 months = £175

Desktop: 250x600px, Mobile: 300x250px

### Daily Briefing Leaderboard:

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

## DIRECT MARKETING

### Dedicated Eshot:

*Bespoke email directly to 40,000 trade subscribers.*

### Delivery:

1 x Eshot = £1,275  
2 x Eshots = £2,150 (£1,075 per send)

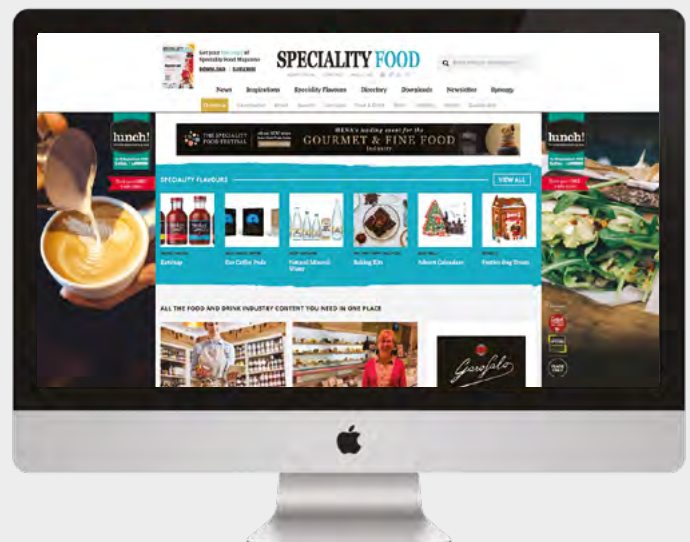
## CONTENT MARKETING

### Partner Content: £650

*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: £1,495 (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

