

# CAFÉ CULTURE magazine

TASTING THE LIFESTYLE OF THE CAFÉ SECTOR

## Café Culture Features List 2012

*Café Culture* magazine is the UK trade magazine dedicated to the burgeoning café and coffee shop sector. Together with regular news, views and interviews, profiles and advisory articles, it seeks to identify innovative ways for outlets to thrive profitably by capitalising on and promoting the vibrancy and popularity of coffee culture. An essential read for anyone in the café industry who wants to taste the lifestyle of the café sector!

### **FEBRUARY – Issue 48**

**Deadline: 24 January | Published: 9 February**

#### **Packaging - cups**

In the first of two packaging features, we focus on cups, asking how they've changed and finding out what's now on offer, as well as showcasing their environmentally-friendly credentials and branding potential. We also ask if the 'keep cup' is here to stay.

#### **Soft sell**

From branded waters to some of the latest fruit juice and smoothie launches, we report on some of the latest soft drinks to have hit the café market and identify why they have such great appeal to consumers and profit potential for outlets.

#### **Milk monitor**

A round up of the latest developments and product launches in the world of milk, including a closer look at that timeless coffee shop staple, the milk shake, as well as our regularly offering of advice for baristas seeking help when it comes to frothing milk.

### **APRIL - Issue 49**

**Deadline: 11 March | Published: 22 March**

#### **Cake mix**

Our regular, yearly overview of just some of the many ranges of indulgent cakes that are now on offer to the café and coffee shop sector, with a particular focus on 'to go' formats.

#### **Tea time**

In their attempts to bring ceremony, as well as simplicity, to the task of making tea, many gadgets and gizmos have been designed and launched into the market by tea suppliers. Not only do we take a closer look at how tea is being prepared and served in outlets these days, we also cast our eye over some of the latest brews.

#### **Local and social**

How can cafés implement their own local and social media marketing campaigns? What's involved, how does it work, and is it effective? We also take a closer look at how the big brands have been utilising this type of marketing to drive footfall and help boost profits.

### **May - Issue 50**

**Deadline: 11 April | Published: 25 April**

#### **Caffe Culture Show Preview**

##### **The mobile café**

Coffee carts and vans are all the rage, popping up everywhere from industrial estates to city streets to festivals, but is running and owning such a vehicle as easy as it looks? Is there particular legislation to take note of? What about maintenance issues? We ask some mobile operators to reveal more about their lives on the open road.

##### **Starting up**

Insider advice on how to go about starting up a café or coffee shop from finding the right location to coping with the competition, managing the cash flow and training staff.

##### **Franchise formula**

With an active independent sector in the café and coffee shop market, it's easy to forget that there are franchise opportunities on offer too. We review what's currently on offer to those seeking to go down the franchise route, asking what's required in terms of investment and know-how.

### **July - Issue 51**

**Deadline: 4 July | Published: 18 July**

#### **Caffe Culture Show Review**

##### **Packaging – containers**

The continuing 'to go' trend is creating demand for ever more innovative packaging for meals and take away treats on the go. We review some of the existing concepts, as well as some of the latest launches.

##### **Coffee plus**

As all outlets know, in today's competitive and fast-paced environment, it's not just about the coffee, but those all important incremental 'to go' food items such as cookies, biscuits, cakes, paninis, salads and sandwiches. We canvas some advice from the experts on how to profitably meet the 'to go' demand of your customers.

##### **Brand designs**

Is the look and feel of café culture changing? Do independents need to pay more attention to their branding and appearance, or are there now too many big

chain 'clones'. We find out more about some of the latest café looks and how they're achieved, and ask what trends are likely to appear on the scene in the future.

### **September - Issue 52**

**Deadline: 25 August | Published: 5 Sept**

#### **Espresso machines**

A showcase of some of the current and latest espresso machines for the coffee shop sector, and advice on how to go about selecting the right espresso machine for your particular outlet.

#### **Shop roasters**

The trend for cafés and coffee shops to also blend and roast their own coffee is steadily building in popularity in the UK. We ask some established roasteries how it's done, as well as identify the benefits on offer.

#### **Food for thought**

Constrained by space and skills, creating a good food menu can often represent a major challenge for café. With advice from some food industry experts we look at how to optimise a menu in terms of its ingredients, as well as its appeal across all meal occasions, and also showcase some catering equipment with cafés appeal.

### **November - Issue 53**

**Deadline: 23 Oct | Published: 5 Nov**

#### **Christmas counts**

It's the time of year when profits can be maximised and when luxury treats are in greater demand than ever before. We ask some retail foodservice gurus how to prepare and what to stock, as well as how to profit.

#### **Filter facts**

After a period of being overlooked, filter coffee has become resurgent. In finding out why, we learn how filter coffee has been improved, as well as how its appreciation is helping new generations of coffee connoisseurs to get a taste for different roasts and blends.

#### **Best dressed**

As we will discover in this feature, there's far more to catering clothing than meets the eye, with functionality being just as important as a stylish look. We find out how can operators can keep their cool and still look good behind the café counter.

**For more information on editorial contributions call Clare Benfield on 01291 636336 or email [clare@jandmgroup.co.uk](mailto:clare@jandmgroup.co.uk). For subscription and general enquiries please call 01291 636338 or email [subscriptions@cafeculturemagazine.co.uk](mailto:subscriptions@cafeculturemagazine.co.uk)**

**PLUS...** news, views and opinions, book reviews, interviews, profiles, advisory articles and regular advice on using the web and Internet-based resources.

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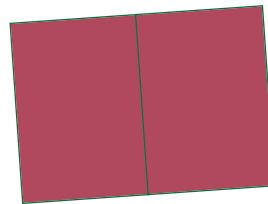
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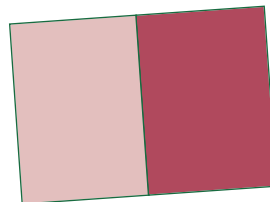
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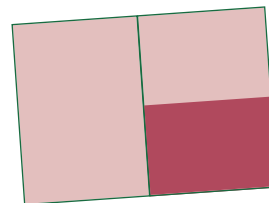
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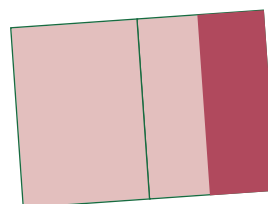
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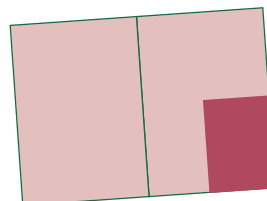
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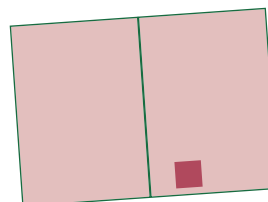
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