



THE MAGAZINE FOR THE FOOD AND DRINK INDUSTRY



2021 MEDIA PACK

WHO WE ARE...

COVERING ALL AREAS OF THE UK'S MULTI-BILLION POUND FOOD AND DRINK BASE, FMCG (FAST MOVING CONSUMER GOODS) IS A COMPREHENSIVE MONTHLY PUBLICATION THAT LOOKS AT THE MOST IMPORTANT ISSUES AFFECTING THE MARKETPLACE TODAY.

Featuring in-depth interviews with leading industry figures, FMCG is ideally placed to give its readers the very latest news, market analysis and opinions in order to provide an accurate up-to-date representation of the trends within today's fast paced food and drink industry.

READERSHIP

FMCG's readership has been carefully selected from a Dun & Bradstreet customised database to give you and your key associates access to a targeted readership in excess of 7,500 top decision makers and key personnel within the UK's food and drink industry.

CATEGORIES	%	NUMBER OF EMPLOYEES	%
• Grocery, Produce and Agricultural	15	• 1-24	12
• Retail and Wholesale Trade	13	• 25-49	16
• Food Manufactures	8	• 50-99	22
• Transport, Comms, Utilities	8	• 100-249	28
• Public Houses / Breweries	7	• 250-499	13
• Restaurants	6	• 500+	9
• Bakery and Confectionery	7		
• Distilleries	12		
• Hotels	8		
• Packaging	8		
• Catering	8		
ECONOMIC REGIONS	%	TURNOVER	%
• Greater London And South	14	£1-£249,999	10
• Midlands	14	£250,000-£499,999	6
• North	23	£500,000-£999,999	5
• Scotland	14	£1m-£2.49m	6
• Wales	12	£2.5m-£4.99m	10
• Northern Ireland	12	£5m-£9.99m	25
• Republic Of Ireland	11	£10m-£24.99m	17
		£25m-£49.99m	11
		£50m+	10

ADVERTISING RATES & DATA

ADVERT RATES	COLOUR	MONO
• Double Page Spread	£3,565	N/A
• Full Page	£2,165	£1,495
• Half Page	£1,265	£895
• Quarter Page	£865	£595
• Premium Cover Sites	£2,365	N/A

**INSERTS £150 PER 1000 UP TO 10 GRAMS, THEN £1 PER GRAM.
AGENCY COMMISSION 10% ON SUPPLYING SPACE ORDER.**

ADVERT DIMENSIONS	TYPE AREA (MM)	BLEED
• Double Page Spread	280 x 432	+ 3mm all round
• Full Page	280 x 216	+ 3mm all round
• Half Page Portrait	252 x 96	N/A
• Half Page Landscape	124 x 196	N/A
• Quarter Page Portrait	124 x 96	N/A
• Quarter Page Landscape	60 x 196	N/A

IMPORTANT! This publication is AMERICAN A4 (280mm x 216mm)
Untrimmed bleed artwork / separations require an additional 3mm on each edge

DIGITAL ARTWORK (Only to be supplied in the following formats:)

PDF	Press Resolution cmyk
JPEG	300 dpi CMYK
EPS	300 dpi CMYK
TIFF	300 dpi CMYK

We do not accept artwork in Corel Draw, Microsoft Word (except for text files), Powerpoint, Excel or Publisher.

NO FAX COPY WILL BE ACCEPTED

ADVERTISING COPY FORMATS

WHEN SUPPLYING ARTWORK TO THE FMCG MAGAZINE PLEASE BE AWARE THAT WE CAN ONLY ACCEPT SPECIFIC FORMATS.

Any deviation from these formats may have an adverse effect on the quality and/or appearance of your advert.

When supplying artwork only the following formats are acceptable:

- Adobe PDFs Press resolution only
- Adobe Indesign documents Supplied packaged with all links and fonts (please check your licensing)
- Adobe Illustrator files/Freehand please outline all fonts
- Photoshop tiffs or low compression jpegs at 300dpi and cmyk

When supplying digital images please comply to the following restrictions:

- TIFF files minimum 300dpi & cmyk
- 600 dpi for vectored line artwork
- EPS files minimum 300dpi & cmyk 600 dpi for vectored line artwork
- JPEGS files minimum 300dpi & cmyk 600 dpi for vectored line artwork

Images can only be produced at the size they are supplied if they are at a resolution of 300dpi
Please be aware that we do NOT accept the following formats:

Corel Draw/Microsoft Word/Power Point/Publisher/Adobe Page Maker

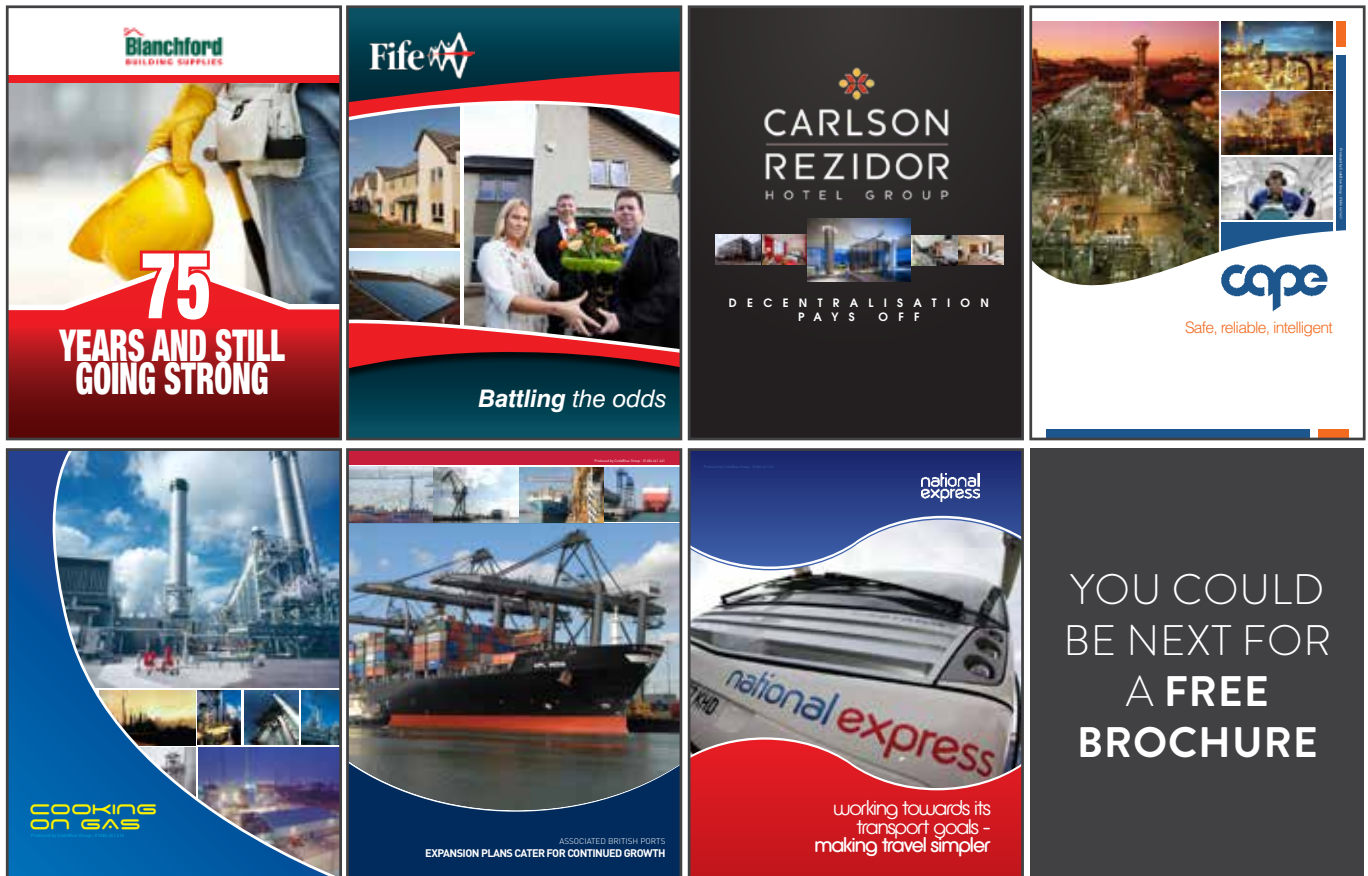
You can send files to us on CD or on email (no larger than 5mb) at: admin@codebluegroup.co.uk

FREE CORPORATE LITERATURE

FMCG CAN HELP YOUR SALES WITH YOUR OWN IN-HOUSE BROCHURE..

To achieve your free brochure your company editorial must be of adequate size within FMCG magazine, this is achieved by the advertising support you get from your suppliers. The more suppliers that get involved, the more pages your editorial will be.

Pages of support	Brochure Size	Number of Brochures
6	12	250





CIRCULATION PROFILE

FMCG CURRENTLY HAS A CIRCULATION OF OVER 14,500 READERS, MAKING IT A SUCCESSFUL MAGAZINE ACROSS THE UK AND IRELAND.

Over 95% of our circulation is senior management level and above, going out each month to Chairmen, Managing Directors, Sales/Marketing Directors and Commercial Directors.

FMCG has gained an excellent reputation working with small 'one man band' companies to the larger blue chip companies. We believe that we target everyone out there in the Food & Drink Industry, which is why we have built such a close client relationship, making sure they come back to us when necessary.

Our readership has been very carefully selected from a Dun & Bradstreet customised database to give you and your key associates access to a targeted readership in excess of 50,000 top decision makers within the UK's Food & Drink Industry.

I hope these details answer any questions you may have, if you should require any further information please do not hesitate to contact **Richard Allsop on +44 (0) 1484 441 449**



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