

FOOD trader

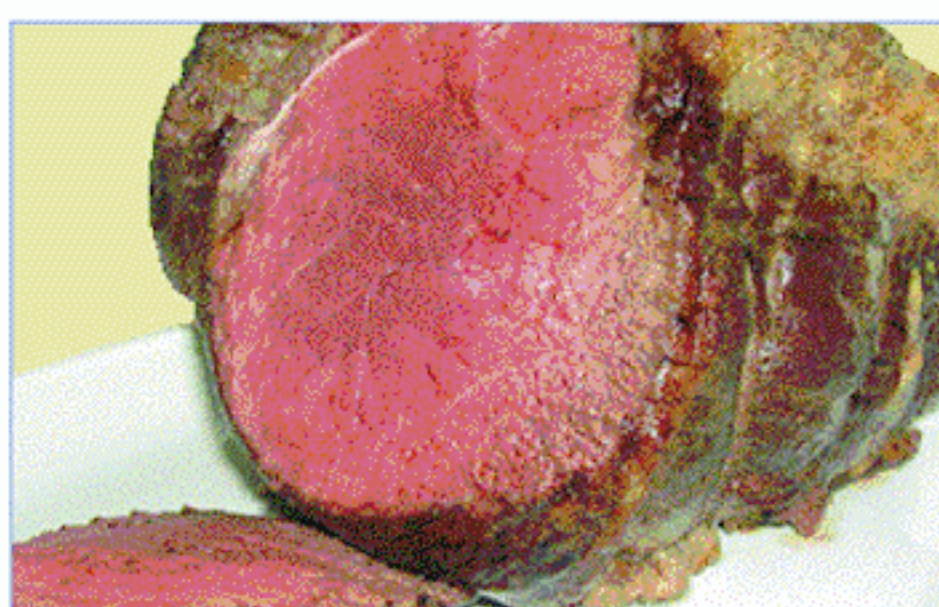
No 1



PUBLISHED BY THE NATIONAL FEDERATION OF MEAT AND FOOD TRADERS

PUBLICATION FOR THE INDEPENDENT

ADVERTISING RATES
MECHANICAL DATA
MONTHLY - 10 ISSUES PER YEAR



PTO for Rates and Data

Why advertise in Food Trader?

Food Trader is targeted directly to proprietors and managers in over 7,000 independent butchers shops, as well as catering butchers, farm shops, slaughterhouses, wholesale distributors, meat processors, manufacturers and independent food retailers.

It is the magazine of the NFMFT, the largest Trade Association in the Meat Industry. The NFMFT have produced a monthly publication carrying advertising since 1956, the first being Federation News and subsequently developing over the years keeping track of changes in the industry. Food Trader is the latest in this continual development.

Not only news and views

Food Trader, contains progress reports on current issues of the day, national and local industry news, updates on legislation, product information, details on suppliers and member services, a diary of events and special supplements on topics of interests. Representing its members the Federation battles with and lobby's Government on local and national levels in the UK, and in Brussels as members of the International Butchers Confederation. There is close liaison on issues of mutual concern with industry organisations. The Federation also participates on numerous committees, which include quality schemes such as Guild of Q Butchers (on the board) and EFSIS. As well as special liaison groups and in meetings with other trade associations.

Who reads Food Trader?

Members of the NFMFT and the Guild of Q Butchers, 7,000 butchers shop proprietors/managers, plus their employees. The management and staff of 500 honorary corporate and industry members of the NFMFT including independent caterers, meat processors, distributors and slaughterers, independent food retailers, local association groups across the country and other companies with a valued interest in the market.

Food Trader has the most competitive rate card of any similar publication and is the only publication supported by a fully paid up membership of dedicated professional businesses and decision makers.

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LATEST NEWS AND VIEWS ON:

- Industry issues • Marketing • New products
- Training • Business advice • Members services
- Competitions • Topical features

ADVERTISING RATES

DPS	£3550	Discounts for Corporate Members of NFMFT
Full Page	£1950	
Half Page	£1050	
Quarter Page	£ 650	

Series discounts:

10% on 3 insertions, 15% on 5 insertions, 25% on 10 insertions
Classified: £14.00 per single column centimetre
Press panel: £100 per insertion

INSERTS

2 Page	A4	£950
4 Page	A4	£1500
6 Page	A4	£1950
8 Page	A4	£2495
12 Page	A4	£2995

MECHANICAL DATA

Type Area	Horizontal	Vertical
Double Page Spread	272 x 400	N/A
Full Page	260 x 190	N/A
Half Page	126 x 190	260 x 92
Quarter Page	62 x 190	126 x 92
Bleed Sizes		
Double Page Spread	303 x 426	N/A
Full Page	303 x 216	N/A
Column With	1col 42mm: 2col 92mm: 3col 140mm	
Deadlines	10 days prior to the publication date	
Cancellations	14 days prior to publication date	



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