

THE NUMBER ONE PUBLICATION FOR BUTCHERS & FOOD PROFESSIONALS

foodtrader



PUBLISHED BY THE NATIONAL FEDERATION OF MEAT AND FOOD

LATEST NEWS AND VIEWS ON:

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

ADVERTISING RATES

DPS	£1750	Discounts for Corporate Members of NFMFT
Full Page	£1250	
Half Page	£750	
Quarter Page	£450	

Series discounts:
10% on 3 insertions, 15% on 5 insertions, 25% on 10 insertions
Classified: £14.00 per single column centimetre

INSERTS

2 Page	A4	£850
4 Page	A4	£1250
6 Page	A4	£1550
8 Page	A4	£1850
12 Page	A4	£2400

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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No.1
PUBLICATION
FOR THE
INDEPENDENT

**PUBLISHED BY THE NATIONAL
FEDERATION OF MEAT AND FOOD TRADERS**

**ADVERTISING RATES
MECHANICAL DATA
BI-MONTHLY 6 ISSUES PER YEAR**

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, plus 3,000 other related food businesses including, delicatessens, fast food outlets and restaurants. .

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, subsequently developing over the years and keeping track of changes in the industry.

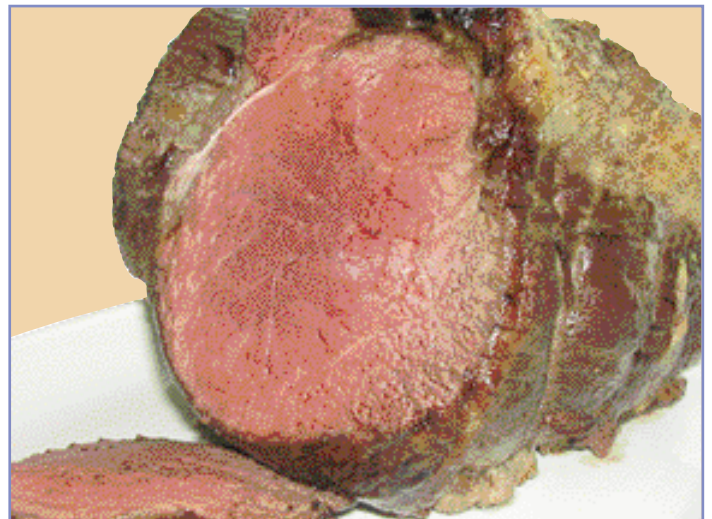
Not only news and views

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. 3,000 other related food businesses including, delicatessens, fast food outlets and restaurants. The management and staff of 500 honorary corporate and industry members of the NFMFT including independent caterers, meat processors, distributors and slaughterers, 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.



PTO for Rates and Data