



THE Bulletin

Get your message across to key industry decision makers.

The Bulletin is the bi-monthly magazine produced by the British Frozen Food Federation for its members and industry contacts.

BFFF members include producers, wholesalers, importers, brokers, retailers and associates. The frozen food sector is worth around £7.5 billion and by using the Bulletin as part of your marketing campaign you will target a core target audience of over 3,000 key frozen food decision makers.

The Bulletin is the ultimate source of information covering:

- Topical issues affecting the industry
- News about who's doing what
- New product information
- Technical and legislative issues
- Health and safety matters
- Forthcoming exhibitions and events
- People/Company news



Regular (non-member) advertising rate:

Full Page
£1125

Half Page
£875

Quarter Page
£650

BFFF member discounted advertising rate: [prices frozen from 2015/16]

Full Page
£925

Half Page
£675

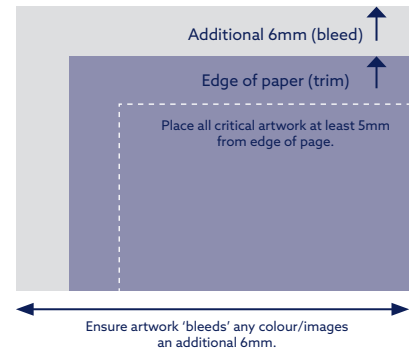
Quarter Page
£450

Interested in becoming a BFFF member?
Contact Becky Dobb at beckydobb@bfff.co.uk
or call 01400 283095.

Want a constant electronic presence? Why not use
the BFFF website to get your message across.
Opportunity open to members only.

Specification

Mechanical Data	Size
Double Page Spread (Trim)	297mm (d) x 420mm (w)
Double Page Spread (Bleed)	303mm (d) x 426mm (w)
A4 Full Page (Trim)	297mm (d) x 210mm (w)
A4 Full Page (Bleed)	303mm (d) x 216mm (w)
½ Page Horizontal	129mm (d) x 190mm (w)
½ Page Vertical	297mm (d) x 93mm (w)
¼ Page	129mm (d) x 93mm (w)



Content Schedule

Issue	Directory	Focus on	Editorial Deadline	Advertising Deadline
Jan/Feb 2017	Industry Services	Fish & Seafood	1 st December	6 th January
March/April 2017	Industry Services	Meat, Veg & Fruit	1 st February	24 th February
May/June 2017	Industry Services	Sweets & Treats	31 st March	21 st April
Jul/Aug 2017	Gala Dinner & Annual Awards		1 st June	23 rd June
Sept/Oct 2017	Industry Services	Free From	1 st August	25 th August
Nov/Dec 2017	Industry Services	Convenience & Bakery	29 th September	20 th October

Effective 1st January 2016 - all adverts are full colour and prices +VAT at the standard rate.

Loose & bound inserts, belly wraps and cover mounts are all available, price on application.

For those left over leaflets from events, don't leave them lying around the office, call Kate for a price to place inserts into the Bulletin or event brochures.

Series discounts are available, the most cost effective way to use your budget is to plan an annual campaign bespoke to your objectives, call Kate for more details.

Contact

Advertising

Contact: Kate Miller
Tel: 01780 763841 Mob: 07933 704270
Email: katemiller@bfff.co.uk

Editorial

Email: bulletineditorial@bfff.co.uk
(email editorial only please)

2017 Event Brochures		Advertising deadline
BFFF Annual Business Conference Brochure	March 7 th 2017	16 th February 2017
BFFF Gala Dinner Dance	8 th June 2017	12 th May 2017
BFFF Annual Luncheon Brochure	Nov 21 st 2017	27 th October 2017

Maximise your presence at key industry events.

- If you are attending events as a delegate, why not let people know you are there?
- Exhibiting at an event then why not let people know what you are offering on your stand?
- Can't make an event due to other commitments then why not use the event brochure to make sure you have a presence?

British Frozen Food Federation

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