



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 £8.6 billion and by using The Bulletin as part of your marketing campaign you will target a core target audience of 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
- ◆ Associate Member Services Directory



FEATURES LIST

| ISSUE | FEATURE | DEADLINES | | |
|------------|---|---|---|----------------|
| | | Editorial: Member News New Products, Feature | New Member Profile Associate Directory | Advertising |
| Jan / Feb | Fish & Seafood | 2nd Dec 2019 | 13th Dec 2019 | 20th Dec 2019 |
| | Storage | | | |
| Mar / Apr | Meat, Fruit & Vegetables | 3rd Feb 2020 | 14th Feb 2020 | 21st Feb 2020 |
| | Equipment & Packaging | | | |
| May / Jun | Sweets & Treats | 6th Apr 2020 | 17th Apr 2020 | 24th Apr 2020 |
| | Business Services incl. Financial, Legal & HR | | | |
| Jul / Aug | Gala Dinner & Frozen Food Awards | 1st Jun 2020 | 12th Jun 2020 | 19th June 2020 |
| Sept / Oct | Free-From | 3rd Aug 2020 | 14th Aug 2020 | 21st Aug 2020 |
| | Logistics | | | |
| Nov / Dec | Convenience & Bakery | 28th Sept 2020 | 9th Oct 2020 | 16th Oct 2020 |
| | Blast Freezing & Tempering | | | |

ADVERTISING RATES

BFFF member discounted advertising rate:

Full Page
£925
Half Page
£675
1/4 Page
£450

1/6 and 1/3 page ads available to members only.

1/6 Page
£1800
1/3 Page
£2500

6 issue subscription

Regular (non-member) advertising rate:

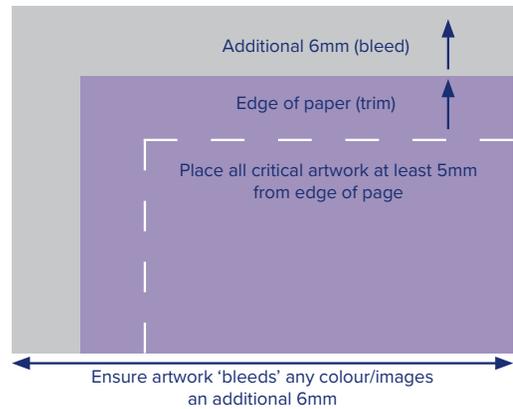
Full Page
£1125
Half Page
£875
1/4 Page
£650

Interested in becoming a BFFF member?
Contact Kate Miller on Tel: 01400 283090
Mob: 07793 499871 Email: katemiller@bfff.co.uk

Send your editorial and completed artwork to bulletineditorial@bfff.co.uk

THE TECHNICAL STUFF

| MECHANICAL DATA | SIZE |
|----------------------------|-----------------------|
| Double Page Spread (Trim) | 297mm (h) x 420mm (w) |
| Double Page Spread (Bleed) | 303mm (h) x 426mm (w) |
| A4 Full Page (Trim) | 297mm (h) x 210mm (w) |
| A4 Full Page (Bleed) | 303mm (h) x 216mm (w) |
| 1/2 Page Horizontal | 124mm (h) x 180mm (w) |
| 1/2 Page Vertical | 252mm (h) x 88mm (w) |
| 1/4 Page | 124mm (h) x 88mm (w) |
| 1/3 Page | 124mm (h) x 118mm (w) |
| 1/6 Page | 124mm (h) x 57mm (w) |



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.

ARE YOU A NEW MEMBER?

NEW MEMBER PROFILE

To help introduce your business to our industry readers, why not book your New Member Profile in the next available issue of The Bulletin?

This is a full page introduction about your business and key contacts for trade enquires and is offered to **new** members only.

COST: £250 + VAT

HOW DOES 2 FOR THE PRICE OF 1 SOUND?

SERVICES DIRECTORY

Each issue of The Bulletin not only has a 'foodie' theme but is dedicated to associate members offering specific services to the industry.

Booking the Services Directory is the perfect opportunity for service providers to publicize their offerings to the readership.

This is a double page spread consisting of one full page editorial plus a a full page Ad thrown in **free of charge**.

COST: £925 + VAT

THINKING OF SUBMITTING YOUR PR FOR THE BULLETIN?

In order to most effectively communicate your news and to maximise the chance of seeing it printed in its entirety, please use the guidelines below:

HEADLINE

Please keep as short as possible and capitalise only proper nouns.

SUBHEADER

Briefly outline the story in a sentence or two. This is a teaser for the story and should make readers want to know more.

BODY COPY

Member news – 550 words MAXIMUM

New product – 350 words MAXIMUM

IMAGE CAPTION

Who/what is in the photo? What's the location?

IMAGES

If possible, please supply a high-resolution image with your submission. Image files should be named appropriately, to ensure they can be easily matched to the correct editorial, and at least 300dpi (ie print quality).

HOUSE STYLE

Editorial style for The Bulletin should be adhered to:

- Job titles should not be capitalised: Joe Bloggs, managing director ✓
Joe Bloggs, Managing Director ✗
- Only capitalise proper nouns: New range of potato wedges ✓
New range of Potato Wedges ✗

Ensure your website is included at the bottom of the body copy.

TIPS FOR WRITING BODY COPY

When writing the main part of your news story, try to cover all the key points in the opening paragraphs. Include quotes further down to strengthen the story, but if using more than one quote ensure they are not repetitive.

Please note: articles may be edited according to available space.



EXAMPLE OF A WELL-CONSTRUCTED STORY:

Woodstock 50 festival cancelled

A three-day festival to mark the 50th anniversary of the Woodstock festival has been cancelled four months before it was due to take place, the main financial backer says.

Rapper Jay-Z, singer Miley Cyrus and the Killers band had all been booked to play at Woodstock 50 in New York state.

The chief funder said it could not ensure the “health and safety of the artists, partners and attendees”.

The festival organiser “vehemently denied” it had been cancelled: “Woodstock 50 vehemently denies the festival’s cancellation and legal remedy will (be) sought,” the organiser told US local newspaper the Poughkeepsie Journal.

But Japanese PR and advertising giant Dentsu Aegis Network, whose investment arm Amplifi Live is the lead funder for the festival, said it had a clause in its contract with the organisers that gave it the option to cancel the festival.

Reports suggested \$30m (£23.2m) had already been spent on booking the artists. Dentsu declined to comment on the figure but told the BBC that all contractual obligations had been met. The firm said the decision to cancel the festival had been made after careful consideration.

“As difficult as it is, we believe this is the most prudent decision for all parties involved,” the firm added.

Artists including Dead and Co, Imagine Dragons, The Lumineers, Chance the Rapper, Sturgill Simpson, Halsey and Cage the Elephant had been lined up to play at the three-day event due to take place from 16th to 18th August.

Around 100,000 people were expected to attend. First signs of problems emerged when the festival tickets did not go on sale on 22nd April as planned.

The original August 1969 Woodstock festival, billed as “three days of peace and music,” is regarded as one of the pivotal moments in music history symbolising much of the idealism of the 1960s.

Snappy headline

Brief subheader

Most pertinent information at the start of the body copy

Relevant quotes that support the story and make different points

Supporting information

Additional detail

EVENT BROCHURES

INTERESTED IN OTHER ADVERTISING OPTIONS?

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?

| 2020 EVENT BROCHURE | SIZE | EVENT DATE | ADVERTISING DEADLINE |
|--|------|---------------|----------------------|
| Annual Business Conference | A4 | 5th Mar 2020 | 6th Feb 2020 |
| People Awards | A5 | 5th Mar 2020 | 6th Feb 2020 |
| Gala Dinner Dance & Frozen Food Awards | A5 | 11th Jun 2020 | 14th May 2020 |
| Annual Luncheon | A5 | 26th Nov 2020 | 29th Oct 2020 |

| A5 EVENT BROCHURES | |
|----------------------|-----------------------|
| A5 Full Page (Trim) | 210mm (d) x 148mm (w) |
| A5 Full Page (Bleed) | 216mm (d) x 154mm (w) |
| A5 Type Area | 196mm (d) x 134mm (w) |

MEMBERSHIP DIRECTORY

The Membership Directory is produced annually and will feature all current members of BFFF.

The directory will be distributed to ALL members free of charge, will be included in all new member packs and be used as a promotional aid at all BFFF attended events. In addition, it will be distributed to all retail and foodservice buyers on our database.

All members will appear in the book free of charge however there are several opportunities to enhance your company profile and show why you are the best choice. Please see packages below.

| PACKAGE | DETAILS | COST |
|-----------|---|------|
| Package 1 | Basic Listing + a 50 word company description, logo and social media handles + Full Page Advert | £925 |
| Package 2 | Basic Listing + a 50 word company description, logo and social media handles + ½ Page Advert | £500 |
| Package 3 | Basic Listing + a 50 word company description, logo and social media handles | £250 |
| Package 4 | Basic Listing (Company name, address, tel, website, email) | FREE |

ONLINE

WANT A CONSTANT ELECTRONIC PRESENCE?

Why not use the BFFF website to get your message across.

Adverts need to be sent in these exact sizes and as a jpg image. They can be animated or still.

We also need a link for each advert to a website home page or to a specific webpage.

NB: Adverts can be revised/updated at any time at no additional charge

Opportunity open to members only.



Banner: 468w x 60h pixels

Skyscraper: 160w x 600h pixels

To discuss a complete marketing plan to cover all print/online media,
please contact Kate Miller
Tel: 01400 664320 / Mob: 07793 499871
Email: katemiller@bfff.co.uk