

Media Pack 2024

There are many marketing and advertising opportunities with the BFFF to explore and gain business exposure across the industry.

In order to take advantage of our marketing and advertising platforms you must be a member of the BFFF.

Why advertise with us?



280 MEMBERS

which span the entire frozen supply chain

46k

Annual Website Visitors

8,000

Database
Contacts

on average

39% OPEN RATE

on our weekly newsletter

Our Opportunities

PR

FREE service to members

Send us your news and PR and we will include it in our weekly digital newsletter

Please supply as follows:

Header	No more than 10 words
Sub Header	Short summary sentence
Body Copy	Approx 500 words
Images	Supply high resolution images (300dpi) with descriptor/location details

Please send a word document and your high resolution images to – bulletineditorial@bfff.co.uk



Advertising

Direct Mail

Send promotional emails to contacts in our database to promote products, services or events.

	One off	Bi-Monthly	Per Quarter	Annual
Communication frequency	Not contracted to a 12 month period	1 x every other month	1 x every 3 months	1 every month
Direct Mail	£500	£2,000	£1,600	£3,500

Packages available to suit your needs contact
Sarah Collison
sarahcollison@bfff.co.uk

Send direct emails to our members' inbox



Website

3 x banners per page across the website

Technical Specification:

- 650px x 500px
- 728px x 90px
- 1270px x 120px

Can be static banners (PNG) or animated GIFs
Please provide URL links to direct clicks to.

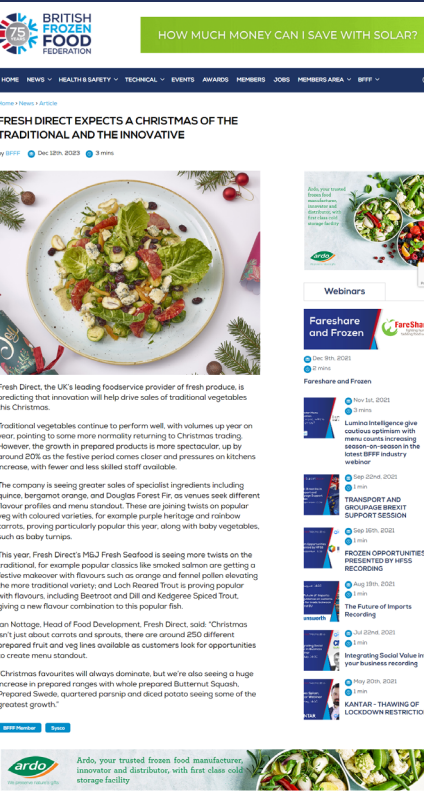
Please provide Google tracking codes if you would like to track website referrals from these banners.

Communication frequency	Per Quarter - 3 month period	Annual 12 month contract
Website	£1,200	£3,500

OVER
46k
Annual Website Vistiors

Keep It Safe

Keep it Safe is our bi-monthly H&S E-Newsletter providing information on our initiatives such as the H&S Expert Group activities, collated H&S accident statistics, case studies relating to the food industry, forthcoming HSE Campaigns affecting our industry, primary authority, fire safety, legislative updates, guidance and enforcement updates.



Technical & Legislative

The T&L Update provides latest information on technical and legislative matters in the frozen food industry. This monthly E-Newsletter is widely read among industry professionals.

Please speak to Sarah Collison regarding packages and prices
sarahcollison@bfff.co.uk

Brochures

We produce a number of printed and digital communications throughout the year for member communications and events.

To book you
advertising space
contact Sarah Collison
sarahcollison@bff.co.uk

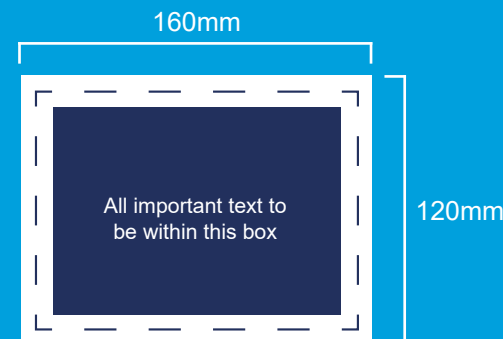
			Advertising Prices				
Event		Deadline Date	Basic	Basic +	A5 Half Page	A5 Full Page	A5 Double Page Spread
Keep it Safe	Digital Only	2nd Week of the month	N/A	N/A	£200	£350	£600
Member Directory	Digital and Print	26.01.24	FREE	£320	£670	£990	£1,350
Business Conference	Print Only	26.01.24	N/A	N/A	£670	£990	N/A
Health & Safety Conference	Print Only	31.03.24	N/A	N/A	£670	£990	N/A
Frozen Food Awards Dinner	Print Only	15.05.24	N/A	N/A	£670	£990	£1,800
Technical Conference	Print Only	18.08.24	N/A	N/A	£670	£990	N/A
Annual Lunch	Print Only	30.10.24	N/A	N/A	£870	£1190	£2,000

Technical Specifications

A5 Half Page

All A5 half page adverts should be:

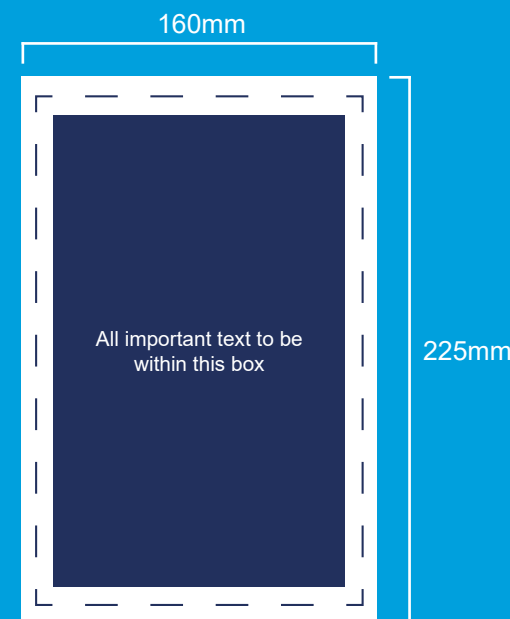
- 160mm X 120mm
- All essential text/images placed 20mm away from the edge of the document
- High resolution PDF file format



A5 Full Page

All A5 full page adverts should be:

- 160mm X 225mm
- All essential text/images placed 20mm away from the edge of the document
- High resolution PDF file format



A5 Double Page Spread

For A5 Double Page Spreads please use the above diagram and supply the left and right pages separately with clear labels.

If you have any questions regarding the technical specifications and to supply final artwork files please email georgioxspring@bff.co.uk



Events

Sponsorship

If you would be interested in sponsoring any of our events, sponsorship packages can be tailor made to suit your business requirements. The below provides the information on our events and starting prices for the year ahead.

Please contact Charley our Events Manager who will be happy to help you, charleyprice@bff.co.uk



				Sponsorship Prices						
Events	Approx Attendees	Dates	Location	Headline	Partner	Brochure	Drinks	Entertainment	Retail	Foodservice
Business Conference	250	Wednesday 28th February	Doncaster Racecourse	£10,000	£3,000	£2,000	N/A	N/A	N/A	N/A
Health & Safety Conference	80	TBC April 2024	TBC	£3,000	N/A	£1,000	N/A	N/A	N/A	N/A
Frozen Food Awards Dinner	450	Thursday 20th June 2024	Royal Lancaster Hotel London	£15,000 (Not available for 2024)	£3,000 - £5,000	£4,000	£8,000	£6,000	£8,000	£8,000
Technical Conference	60	September 2024	TBC	£3,000	N/A	£1,000	N/A	N/A	N/A	N/A
Annual Lunch	Over 800	Tuesday 19th November 2024	TBC	£15,000 (Not available for 2024)	£3,000 - £5,000	£4,000	£8,000	N/A	N/A	N/A

Exhibit

If you would be interested in exhibiting at any of our below events please contact Charley

Event	Approx Attendees	Date	Location	Exhibition Prices
Business Conference	250	Wednesday 28th February	Doncaster Racecourse	£2,000
Health & Safety Conference	80	TBC April 2024	TBC	£500
Technical Conference	60	September 2024	TBC	£500

Packages available to suit your needs, contact Charley Price charleyprice@bff.co.uk

Contact

For more information on sponsorship and exhibitor opportunities and packages please contact:

Charley Price

Events Manager

T: 01400 283 091

M: 07921 405197

Email: charleyprice@bff.co.uk

For more information on any advertising and marketing opportunities please contact:

Sarah Collison

Marketing and Communications Manager

T: 01400 283 095

M: 07821 639241

Email: sarahcollison@bff.co.uk

