

SNACKS

media pack 2022



Your key to successful snacking...

WHY ADVERTISE IN THE SNACKS MAGAZINE?

Where and how you advertise makes a critical statement about your company and how you position yourself in the dynamic and growing sector of international savoury snacks.

The Snacks Magazine is the only publication in Europe that's officially endorsed by the European Snacks Association (ESA), whose membership spans the European Union and beyond.

From its base in the UK, The Snacks Magazine reaches top managers throughout the world. The core readership within the EU today includes the growing markets of Central and Eastern Europe, and the magazine is also read as far afield as North and South America, the Middle and Far East, Pacific Rim, Africa, Asia and Australasia.

The European Snacks Association and The Snacks Magazine together represent a comprehensive source of information on:

- International market trends and drivers
- National and European food industry legislation
- Industry "hot topics"
- New product development
- Technical innovation in production techniques
- International marketing and promotional campaigns
- Market news for commodities such as oils and grains
- Senior executive appointments
- Quality initiatives
- Environmental issues



CIRCULATION BREAKDOWN

72% Europe

including UK, Central and Eastern Europe plus EU and EFTA countries

28% Rest of World

including Middle East, Africa, Far East, South East Asia, Australasia, India and America including all the major markets of North and South America

READERSHIP PROFILE

The Snacks Magazine's circulation targets senior managers in savoury snacks manufacturing and suppliers to this dynamic growth sector. It includes both business and associate members of ESA, plus many subscribers worldwide.

All copies of The Snacks Magazine are distributed by name and title, reaching the industry's key decision-makers four times a year.

Circulation is further extended via distribution at appropriate trade shows on the international exhibition circuit.

Associate members

This group represents the suppliers to the snacks industry, with companies active in raw materials, ingredients and flavours, packaging machines and materials, turnkey production lines, measuring and monitoring instrumentation and storage and waste handling facilities.

Subscribers

Subscribers are an important element of our readership. These companies who are not members of ESA asbl but are significant players in the savoury snacks sector and related fields, either as manufacturers and suppliers or as Government bodies, consultancies, research institutions and libraries with an active interest in savoury snacks.

As an advertiser in The Snacks Magazine, you can command a prime position among the pages of news and features that have won wide respect from readers for intelligent, in-depth and exclusive coverage of key issues. Through us, you can reach high-level contacts among the major players of today and snacks industry entrepreneurs of the future.

DIGITAL EDITION

The Snacks Magazine digital edition was launched in 2012. It allows readers to streamline their search across current and archived issues and enables them to connect to their desired content quickly. URLs and emails are live to offer readers an instant opportunity to access advertiser sites or email potential contacts.



The number of online subscribers has grown to over 10,000 and each edition is mailed bi-monthly to maximise exposure and prompt engagement.

MARKETING SERVICES

Promotional mailings

The Snacks Magazine is the official journal of ESA asbl. It has an exclusive readership of business and associate members representing manufacturers and suppliers worldwide, plus an international subscriber group outside of the Association. As part of a not-for-profit trade association The Snacks Magazine is unable to sell its mailing list, but we CAN offer competitive distribution deals for targeted promotional mailings. Contact the publisher for prices.

Multi-page inserts

This special service offers The Snacks Magazine advertisers the opportunity to mail, as inserts, their product catalogues or promotional brochures/leaflets to our mailing list of companies across the worldwide savoury snacks sector. This service applies to inserts of four pages or more and offers additional savings over regular insert rates. Contact the publisher for details.

Ad development

We can produce your ad! Writing copy and designing an ad for the international market requires specialist expertise. The Snacks Magazine offers its professional in-house design and copywriting expertise to assist those companies currently operating without dedicated agency support - at competitive prices!

Online sponsorship

The online edition of the Snacks Magazine offers the opportunity for advertisers to promote themselves on the sponsorship areas that surround each page throughout the publication. These include skyscrapers and the banner in addition to the prime advertising of the bellyband and left of cover.

The image displays a collection of advertisements and banners for the Snacks Magazine. At the top, there are logos for 'MICROPELLETS BY LENG-D'OR' and 'LENG-D'OR'. Below these, several ads are visible:

- SHIDA**: An advertisement for SHIDA, featuring the tagline 'Smarter, faster, together' and 'the perfect bite'. It includes a list of product types: 'Industry', 'Marketing', 'Business', 'Promoting', 'Energy', 'Control', 'Manufacturing', and 'Innovation'.
- SNACKEX**: An advertisement for SNACKEX, featuring the tagline 'Move your business forward' and 'at the worldwide fair for savoury snacks'. It includes the text 'The only trade fair 100% focused on savoury snacks and nuts' and 'This is the industry's leading fair for the savoury snacks sector'.
- SNACKS**: The main magazine cover, featuring the title 'SNACKS' in large red letters, the subtitle 'OFFICIAL JOURNAL OF THE EUROPEAN SNACKS ASSOCIATION', and the main headline 'EUROPEAN SNAPSHOT' with the sub-headline 'Snacks enjoy healthy growth in tough times'. The cover also features the 'Rosengqvists' logo and the tagline 'CHAMPIONS IN SNACK PROCESSING!'. At the bottom, there are small ads for 'SPICE THINGS UP', 'MARKETING UNDER FIRE', and 'KEEP IT FRESH'.
- Complete Snack Solutions**: A vertical banner on the right side of the collage, featuring the text 'Complete Snack Solutions designed for your business' and a small image of a snack product.

ADVERTISING RATES 2022

	x 1	x 2	x 4
Full page	£1510	£1460	£1350
1/2 page	£1010	£965	£910
1/4 page	£650	£625	£580



ESA members are entitled to a 10% discount on the display rate of your PRINT advert

Special positions

Inside Front Cover x4	£1610
Inside Back Cover x4	£1400
Back Cover x4	£1620
Centre double-page spread	Earned rate plus 10%

*Covers and other special positions are cancellable only if written notice is received by the publishers at least 30 days before insertion deadline for that issue. NO cancellations will be accepted after insertion deadline date. The Snacks Magazine reserves the right to cancel space bookings or contracts with advertisers where payment remains outstanding from previous issue.

ONLINE RATES

- £250 SPONSORSHIP POSITIONS** Increase your exposure with a choice of Sponsorship positions. These include
Top banner
Skyscrapers
Quarter page left of cover
- £180 EDITORIAL FLASH** Increase the impact of your advertising content with a touch of animation.
- £250 BELLYBAND** An advertising strip traditionally wrapped around the outside of the magazine. Your two-sided advert will sit on the front cover for maximum impact.
- £180 VIDEO IN ADVERT** With standard players or custom option adding a video to your adverts offers an enhanced platform to showcase your products and services

NB: Online options are ONLY available in addition to insertions in the printed edition.