SNACKS MAGAZINE

THE VOICE OF THE SNACKS INDUSTRY

Your key to successful snacking...



- INSIGHT
- INNOVATION
- PEOPLE
- MARKETS
- REGULATION
- TECHNOLOGY
- SUSTAINABILITY

MEDIA PACK 2027

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

65% Europe
including UK, Central and Eastern Europe plus EU and EFTA countries

35% 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 printed 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 30,000 and each edition is mailed weekly 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 you can utilise the **Email advertising banner** opportuity to promote your company to our complete database of nearly 30,000 subscribers.

Advertorial Opportunities

Advertorials offer an opportunity to showcase your company, products or services in a more detailed, editorial-style format. Advertisers can supply their own finished artwork or provide copy and images for our team to design. We will work closely with you to achieve your preferred layout and presentation. Advertorials are charged at the same rate as standard display advertising and will be clearly labelled 'Advertorial'. All content is subject to review and approval by the European Snacks Association (ESA) prior to publication.

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 quarter page left of cover.



Email Advertising Opportunities

Be seen before readers even open the magazine.

Our weekly email campaigns are the first point of contact with our readers, offering advertisers a prime opportunity to capture attention. We alternate between two formats:

General Magazine Email: Features the magazine cover alongside six advertising banners (three upper and three lower).

Editorial Email: Highlights selected news and features, with just two advertising banners (one upper and one lower) for greater brand prominence.

Both offer direct links to your website, putting your brand in front of a targeted audience of snacks industry professionals.





ADVERTISING RATES 2027

	x 1	x 2	x3	x 4
Full page	£1745	£1685	£1610	£1560
1/2 page	£1190	£1165	£1120	£1090
1/4 page	£820	£810	£755	£725

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

*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 OPPPORTUNITIES

£495 SPONSORSHIP POSITIONS ✷
Increase your exposure with a choice of Sponsorship positions. These include the **top banner, skyscrapers** and **quarter page left of cover**.

£610 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.

£230 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

EMAIL ADVERTISING BANNER - PREMIUM EXPOSURE

Put your brand directly in front of more than 32,000 snack industry professionals with our high-impact email banner placements. Delivered weekly to our extensive industry database, our alternating **General Magazine** and **Editorial emails** (see previous page for details) provide regular opportunities to connect with key decision-makers and drive valuable traffic directly to your website.

With prominent positioning, direct click-through links and a limited number of advertising spaces in each mailing, email banners offer an effective way to maximise brand visibility and keep your business front of mind.

£860 Upper banner email position
£560 Lower banner email position

✷ **NB:Digital options are ONLY available in addition to insertions in the printed edition. Only available to those advertisers with FULL PAGE insertion**