

# CAFÉ life magazine

TASTING THE LIFESTYLE OF THE CAFÉ SECTOR

www.thecafelife.co.uk

## Café Life Features List 2017

Café Life magazine is the UK trade magazine dedicated to the burgeoning café and coffee shop sector. Together with regular news, views and interviews, profiles and advisory articles, it seeks to identify innovative ways for outlets to thrive profitably by capitalising on and promoting the vibrancy and popularity of coffee culture. An essential read for anyone in the café industry who wants to taste the lifestyle of the café sector!

**SEPTEMBER - Issue 82**  
Editorial Deadline: 21st August |  
Advertising Copy Deadline: 29th August |  
Published: 13th September  
**Café Life Awards lunch! Show issue**

### Food, glorious food

In time for this month's popular lunch! show, we turn our attention to a café's food offering and ask the sector's suppliers how outlets can set about meeting the increasingly varied and premium demands of today's time-poor, but health-conscious consumers. What are the flavours and foods of the moment, and how can a café's menu pack a distinctive flavour punch?

### Catering kit

In a focus on catering equipment and accessories designed with coffee shops and operators in mind, we find out why small and multi-functional can be two major considerations for café operators seeking to optimise their space and skill sets.

### Tea tips

From the serving of tea to its pairing with food for the coffee shop sector, we take a fresh look at the UK's national beverage that has been on the innovative rise in the face of strong coffee competition, asking if there is more new product development in the tea category to come.

**NOVEMBER - Issue 83**  
Editorial Deadline: 23rd October |  
Advertising Copy Deadline: 31st October |  
Published: 15th November

### Celebrate

As we approach the close of another year, we look at ways in which cafés and coffee shops can indulge their customers during the festive period from the use of seasonal flavours and products to impulse purchases and recipe ideas.

### Ice cream

Widely acknowledged as being a popular, staple item throughout the year, ice cream has long been associated with cafés and coffee shop culture. We report on some of the latest innovation, new product launches and ice cream themed operators who are defining the sector.

### Cakes and bakes

The requirement for cakes and other sweet bakery goods is a mainstay for most cafés and coffee shops. We showcase just some of what the sector's suppliers can deliver, as well as some of the latest trends in the market that are requiring operators to deliver cakes and bakery goods in a multitude of flavours and formats.

### MAY - Issue 80

Editorial Deadline: 10th April |  
Advertising Copy Deadline: 19th April | Published: 28th April  
**Caffe Culture Show issue**

### First steps

What are the essential steps involved when launching a new coffee shop or café? With help from some industry insiders, we highlight what shrewd would-be coffee bar entrepreneurs should ideally be focusing on during the countdown to launch.

### Espresso machines

There is an unprecedented choice of espresso machines now available to the market, but what type suits which outlet, and why? We canvas some purchasing advice from the sector's espresso machine suppliers, and also find out more about the type of product training they can provide to enable operators to get the best from their investment.

### Technical talk

The availability of a wide variety of software and app's is changing the way customers can interact with the coffee shop sector, not least when it comes to payment systems. We highlight some of the innovations that have proved popular so far, and also consider the importance of online social media.

### JULY - Issue 81

Editorial Deadline: 30th June |  
Advertising Copy Deadline: 7th July | Published: 21st July

### Juices and smoothies

Consumers are far more knowledgeable and discerning than ever before when it comes to the healthy beverages they consume, with many successful cafés and coffee shop concepts having been launched around such types of products in recent times. In a review of some of the latest products, as well as some healthy juice bar concepts, we find out more.

### Free from

The demand for a variety of free from foods is coming from people coping with health and allergy-related conditions, as well as simple personal preference. No longer seen as some sort of fad, across the sector as a whole the free from category is becoming a bigger player in its own right. With input from operators and suppliers, we investigate its role in the coffee shop arena.

### Roast and grind

Where do coffee shops and cafés source their coffee from these days, and what are the current trends and flavour profiles to be found on offer in the world of coffee? With consumer awareness and knowledge on the up, and more varieties available to the market than ever before, we report on why it's so important to get your roast and grind right.

### FEBRUARY - Issue 78

Editorial Deadline: 20th January |  
Advertising Copy Deadline: 30th January |  
Published: 13th February

### Automatic machines

Bean to cup and other types of automated coffee machines offer effective, reliable and stylish beverage-making solutions for many. We showcase some of the latest, and existing, launches and find out more about their cutting edge nature and the features and benefits of their application.

### Milk

For many in the industry - suppliers and outlets alike - the challenge to foam and froth milk to a consistently high enough standard as required to create creamy cappuccinos, lattes and other milky drinks, continues. With help from those in the know, we consider how baristas can enhance this key part of their skill set, and also consider some dairy-free alternatives

### Look and feel

How can you turn your coffee shop or café dream into reality when it comes to its design? By profiling some new launches and canvassing informed advice from some design experts, we find out what's required when it comes to establishing a distinctive look and feel for a new outlet eager to be successful as well as make an impact.

### APRIL - Issue 79

Editorial Deadline: 28th February |  
Advertising Copy Deadline: 6th March | Published: 21st March

### London Coffee Festival edition

### Perfect packaging

This month's London Coffee Festival will see some innovative packaging in action as people indulge in festival and café culture. We report on some of the latest launches and packaging designs for the food to go sector, as well as identify their biodegradable potential

### Barista school

If you want to improve the quality of your coffee and beverage offering, then investing in some barista training makes good commercial sense. We report on what type of training courses are currently available, who should attend and why, as well as the business benefits to be had.

### Water

The nature and quality of the water and outlet uses has a direct effect on the beverages it serves. We find out why, and also take a look at some of the water treatment and filter systems that are now on the market.

For more information on editorial contributions call Clare Benfield on 01291 636336 or email [clare@jandmgroup.co.uk](mailto:clare@jandmgroup.co.uk). For subscription and general enquiries please call 01291 636335 or email [membership@thecafelife.co.uk](mailto:membership@thecafelife.co.uk)

PLUS... news, views and opinions, book reviews, interviews, profiles, advisory articles and regular advice on using the web and Internet-based resources.

# CAFÉ *life* magazine

TASTING THE LIFESTYLE OF THE CAFÉ SECTOR

www.thecafelife.co.uk

## Display Advertising Rates

Front cover panel	£1450
Inside front cover	£1300
Outside back cover	£1350
Inside back cover	£1250
Double page spread	£2050
Page	£1200
Half	£750
Quarter	£425
Eighth	£225

*(Discounts are applied for series bookings)*

**Inserts** £125 per 1000 up to approx 20 grms  
 (Above 20grms price subject to quotation)  
 Agency commissions 10%  
 A Separation charge of £95 is made for editorial product pictures.

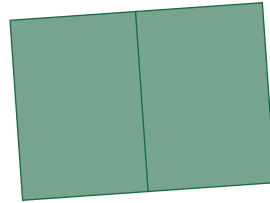
### CHECKOUT AD RATES

Our Checkout Classified section is a cost effective way to advertise. To find out more call **01291 636333**

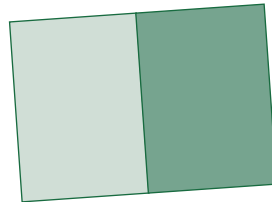
### Artwork Specification

All artwork should be supplied as a high resolution PDF file on disk along with a true colour representation proof. Without this we cannot accept liability for any error in reproduction. Artwork should be sent to JandM Group, Association House, 18c Moor Street, Chepstow, Monmouthshire NP16 5DB or on email: ed@jandmgroup.co.uk  
 Other formats can be accepted by arrangement, call: on 01291 636 344 or email: ed@jandmgroup.co.uk

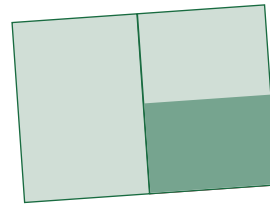
Copy matter must conform to the publisher's requirements and additional work involved will be charged for. Plus the cost of making duplicate blocks or films, and necessary reprographic or origination work on material which is not in strict accordance with copy requirements will be charged to the advertiser.



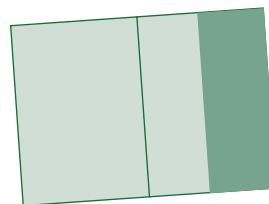
**Double page spread**  
 Type area = 260 x 385mm  
 Bleed = 303 x 426mm  
 Trim = 297 x 420mm



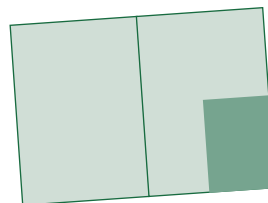
**Full page**  
 Type area = 260 x 182mm  
 Bleed = 303 x 216mm  
 Trim = 297 x 210mm



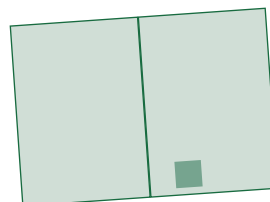
**Half page horizontal**  
 130 x 180mm  
 Bleed = 216 x 148mm  
 Trim = 210 x 145mm



**Half page vertical**  
 260 x 86mm



**Quarter page vertical**  
 86 x 130mm



**Checkout**  
 57 x 57mm