

# ***THE FOOD & DRINK INDUSTRY YEAR PLANNER 2025***

**The Food & Drink Industry Year Planner** provides an in-depth coverage of the food and drink industry through print and email marketing.

**An initial distribution, in September 2024, throughout the leading food and drink industries of the UK and Western Europe, ensures an annual readership of over 10,000 key decision makers. Job titles include Technical Directors, Plant & Production Managers, Process Managers, Quality Control Managers, Research & Development and Food Scientists. This is followed by a targeted email campaign which stimulates advertiser response and the distribution of additional copies on request.**

Produced in full colour, with a high-gloss wipe clean surface, the publication is used as a day-to-day diary for managing production schedules, stock control, project deadlines and staff holidays. The

planning area incorporates details of the leading events of the recognised industry bodies along with all major trade exhibitions. **It is a constant point of reference for 15 months.**

Around the central area space is made available for a small number of companies, associations and individuals to promote their products and services. In addition to the long-term daily exposure, all advertisers are included in our Direct Response Mechanism.

This has been designed to generate high quality immediate sales enquiries from the industry. In the early stages of the campaign, leads are collated and forwarded weekly to each advertiser.

- ★ **BILLBOARD EXPOSURE** 15 months high impact advertising
- ★ **TARGETED** Reach over 10,000 key industry specifiers
- ★ **WEBSITE** Signpost your website on a daily basis throughout the year
- ★ **PROVEN RESULTS** Sales leads monitored weekly so you can quantify results
- ★ **BRANDING** Invaluable daily exposure to your customers

***A comprehensive package that works hard for you on every day of the year***

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## VALUABLE REFERENCE

We detail all major exhibitions, seminars and conferences.

## BEST QUALITY

People use the best quality planner they receive and the inferior product goes in the bin.

## TIMING

It is the first planner they receive, it comes out in September and can be used for 15 months.

## LOYALTY

Specifiers have been receiving Setform planners for over 30 years. For many it's a case of "old one down, new one up".

## HALF PAGE

120mm (deep) x 177mm (wide)

**£4,195** +VAT

## QUARTER PAGE

120mm (deep) x 82mm (wide)

**£2,545** +VAT

## EIGHTH PAGE

57mm (deep) x 82mm (wide)

**£1,545** +VAT

### Dimensions of Planner overall:

700mm x 1000mm approx

### Digital Artwork:

InDesign, Photoshop (up to v10), Illustrator (up to v11)  
Alternatively a high resolution (300 dpi) JPG, TIF, EPS, or PDF is acceptable.

### Printing / Finishing:

Four-colour process/UV-varnishing

### Background colour:

Grey

### Payment:

On receipt of voucher copy



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