

# THE Chocolate

MAGAZINE

## Advertiser's Guide

The image shows the cover of 'THE Chocolate MAGAZINE'. The background is a vibrant red with a subtle pattern. In the center is a large, ornate chocolate Christmas tree. The tree is constructed from layers of ruffled chocolate shavings and is decorated with various chocolate ornaments, including red and gold spheres, white stars, and small chocolate figures. At the top of the tree sits a white chocolate angel figurine. The magazine title 'THE Chocolate MAGAZINE' is printed in white at the top of the cover. Several text blocks are overlaid on the cover in white and yellow, advertising the contents of the issue.

**THE  
Chocolate**  
MAGAZINE

**DRAGONS' DEN**  
we feature 2 chocolate makers who appeared, one told YES and one told NO *but what happened to them next?*

**Keep warm this winter with Chilli Chocolates from Devon**

**Healthy Chocolate Eating – yes really**

**FEATURE ON JOHN SLATTERY, one of the country's most talented – and nicest – chocolatiers**

**WIN A Chocolate Tea Experience at the Park Lane Hilton Hotel**

**Amazing Launch Issue Advertising Offers Inside!**

ISSUE ONE

# THE Chocolate

CHRISTMAS ISSUE

MAGAZINE

**Special Launch  
Offers on Display  
Advertising!**

FULL PRICES:

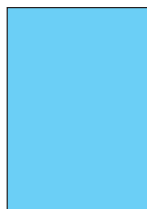
		<i>Single Issue</i>	<i>Series of 6 Issues</i>	<i>Single Issue</i>	<i>Series of 6 Issues</i>
Full Page	(Body of magazine)	£800	£700	£600	£500
	(Inside front cover)	£900	£800	£700	£600
	(Outside Back)	£900	£800	£700	£600
Half page		£450	£375	£350	£275
Quarter Page		£250	£200	£175	£125
Eighth Page		£150	£110	£100	£90
Sixteenth page		£90	£70	£60	£50
Magazine Directory listing Only		£35	£30		
Website Directory listing Only		£35	£30		

**Even better  
- there is a  
further 10%  
discount if  
you book your  
advertisement  
space on line**

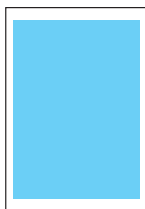
These special launch offer prices – will also include a **free on line listing in our website directory**, plus a **free listing in our directory** at the back of the magazine

**All prices are plus VAT at the current rate.**

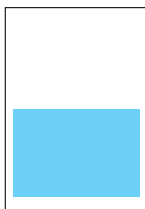
Once the construction of our new web site is finished everyone who has already booked advertising space in the magazine will be offered **on line ad space at a preferential rate**



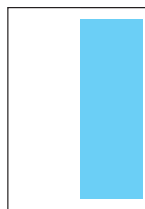
Full page  
(A4 + 3mm bleed)  
303mm x 216mm



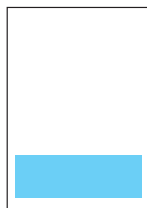
Full page  
262mm x 186mm



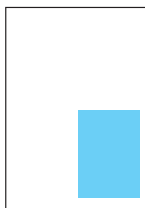
Half page  
landscape  
129mm x 186mm



Half page  
portrait  
262mm x 91mm



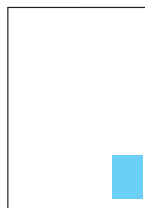
Quarter page  
landscape  
63mm x 186mm



Quarter page  
portrait  
129mm x 91mm



Eighth page  
landscape  
63mm x 91mm



Sixteenth page  
portrait  
63mm x 43mm

**Magazine Inserts** – Prices on Request

**Requirements for all ads supplied to us:**

**Magazine:** High resolution ADOBE PDF files to 'Pass4Press' standard (www.pass4press.com) with ALL FONTS EMBEDDED. If supplying Illustrator files, fonts MUST be converted to outlines. Please send by email to: [sendad@thechocolatemagazine.co.uk](mailto:sendad@thechocolatemagazine.co.uk)

**Email:** [enquiries@thechocolatemagazine.co.uk](mailto:enquiries@thechocolatemagazine.co.uk)

**Our address:** The Chocolate Magazine, EMF Publishing, PO Box 2262, Pulborough, West Sussex RH20 9BB

**Telephone:** 01903 745002 • **Website:** [www.thechocolatemagazine.co.uk](http://www.thechocolatemagazine.co.uk)

## FINAL COPY DATES & PAYMENT TERMS

For ads to be designed by us – copy deadline 30th September 2015.

This includes Directory entries.

Deadline for supplied final artwork 9th October 2015.

A copy of **The Chocolate Magazine** will be sent to all display advertisers free of charge.

## ABOUT US



Photo by Phase Photography, Brighton

We are Edward and Marion Fancey, who, together with our small staff, form EMF Publishing.

**Edward** – is an experienced Magazine Publisher, who has successfully launched a number of niche market titles onto the high street.

**Marion** – an experienced Editor and trained Event Organiser, who is also passionate about chocolate and all its uses and qualities. She has made lots of chocolates, for family and friends, and attended several chocolate courses over the past few years.

## ABOUT 'THE CHOCOLATE MAGAZINE'

It will be on sale bi-monthly, at Newsagents across the country as from Thursday, 5th November 2015.

Put together Marion's experience as an Editor and her passion for the whole subject of chocolate and the logical outcome is a high street Chocolate Magazine.

Happily, after carrying out all the required market research, producing a dummy copy, to show how the magazine would look, the 'powers that be' in the magazine world, gave us the go ahead.

Having been given this green light, everything is now under way for the first issue to be in WH Smith and other high street newsagents as from 5th November, in Tesco from 11th November, with Waitrose from 19th November and Sainsbury's from 12th November.

**We want to meet**, and feature as many of you as possible, both in **The Chocolate Magazine** and at our **York Christmas Chocolate Fair** to be held on the 26th and 27th November 2016.

We hope you will all become involved. Tell us what you want to see in the magazine, send us your stories and your news and views, tell us about yourself and your involvement with chocolate.

## ABOUT THE CONTENT

As well as features on chocolate makers (large and small), plus other chocolatiers, we shall have several 'makes' each issue for our readers. These will range from basic to advanced, covering baking, cooking, modelling and using chocolate in moulds.

We will cover chocolate museums, shops and cafes around the country, so if you are holding any chocolate events, do please let us know. Also, if you have a story to tell on how you 'got into chocolate' do please e-mail and share it with us. Our readers will love to hear the stories about the people behind the products they buy.

With your help we shall also inform our readers of new lines, flavours, blends etc., and we'd love to hear your funny stories and share your disasters as well as your successes – especially if you have pictures: 'Wild and Whacky' will be welcome too.

If you can model in chocolate, or have chocolate recipes, again why not share them with us? Perhaps you could become a regular contributor?

**The Chocolate Magazine** will have a 'Special Offers page' and we are still accepting items for this - the Christmas Issue; or perhaps you would like to donate prizes for our competitions – all good publicity. And, if you are doing anything for charity (using chocolate of course) make sure you let us know.

## LAST BUT NOT LEAST

– if you think there is anything we are not covering, but should be, do please tell us. We are so looking forward to hearing from you.

## ABOUT OUR YORK CHOCOLATE FAIR

November 26th and 27th 2016 (setting up possibly on 25th if required).

Even though it is over a year away, full details of the Fair will soon be on our website, [www.thechocolatemagazine.co.uk](http://www.thechocolatemagazine.co.uk) which at the moment is still under construction. Stand details will also be given and we would love to see as many of you there as possible.

**We have chosen York because** it is the home of chocolate in the UK, the city where we know the first ever chocolate bar was made (by Fry's), where Terry's and Rowntrees' Chocolates were born – and so was my mother, whose uncle was Chief Planner for Rowntrees. I therefore I have a personal connection with York as well (Marion).

York Racecourse is an excellent venue, which we know well, having held a number of exhibitions there in the past. It is only a mile from the centre of York (and away from most of the traffic!). With a large light and level, **ground floor** exhibition hall, **separate exhibitor parking** right next to the exhibition hall, and almost unlimited **free** visitor parking; it ticks all the boxes.

Should we decide to use extra floors, perhaps for demos, tasting etc, or even an area for discussing orders with visitors, there are several large lifts for ease of access.

We want to have as wide a mix of stands as possible, from top chocolatiers to newcomers, to cake makers, fountains, brownies and biscuits as well as chocolate flavoured wines and liqueurs, cheeses, in

fact all things chocolate. We will consider all applications but a wide mix is good for everyone, for this York Christmas Chocolate Fair.

Your thoughts as to what should be provided by way of facilities, will be welcome because we want to get it right for you. For instance, you may like to demonstrate, but would prefer this to be an area away from your 'selling' stand? Would you prefer it if such demos were at set times, to free you up for the rest of the time? We know how to get it right for the public, so help us to get it right for you.

We know the Public will love meeting you and we are sure you will enjoy meeting them too, and we look forward to a successful Fair for us all.

## ADVERTISING – FANTASTIC LAUNCH PRICES

Do make sure you are in **The Chocolate Magazine**. If you make and sell chocolates, or chocolate products i.e. cakes and patisserie, run workshops, perhaps have a shop, a café, hotel or restaurant and hold chocolate events - make sure you tell everyone via an advertisement.

Chocolate and ingredients suppliers too; be sure our readers know where to get everything to make the items we feature in our 'makes' section.

We do so hope we can look forward to your support, to meeting you and saying hello, and perhaps as we approach November 5th, you will e-mail all your contacts and customers and share with them the exciting news about the launch of **The Chocolate Magazine**.

Thank you all so much, in anticipation of your support

*Marion and Edward*