

Meat Trades Journal

Leading the field in meat media

meat trades journal

Useful Links

Print

- Features 2012
- Advertising
- Display
- Classified
- Recruitment
- Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

Established in 1888, Meat Trades Journal has been at the forefront of delivering meat industry news for more than 120 years and continues to lead the field.

The fortnightly publication covers all sectors of a vibrant and dynamic modern industry, providing views and information relevant at all levels, from the factory floor to the boardroom. The magazine is a key tool for anyone involved in the meat industry and looking for an edge in their business operations.

MTJ features:

- Up-to-date news on the latest industry issues (backed up by daily news coverage on www.meatinfo.co.uk)
- In-depth analysis of key industry matters
- Detailed features and category reports
- Key wholesale prices for industry to benchmark against.

Meat Trades Journal provides a high-quality, independent editorial service, offering valuable information and insight into what makes the industry tick. Its reputation for impartial, balanced editorial has maintained the magazine since its inception, and will continue to do so into the future.

"MTJ has always 'hit the spot' for targeting our potential and established customers in the UK. The editorial has always been knowledgeable, informative and enthusiastic in its coverage of our industry with relevant features and we always benefit from well positioned advertising. I only wish MTJ would extend its reach and provide us with this excellence on a global basis."

Terry Starkey,
Marketing Consultant, Marel

8 JULY 2011
Leader in UK meat & poultry news since 1888
meatinfo.co.uk

Anger at FSA response

Asda is star of SuperMeat

IN BEDDING
Most industry leaders have reacted with anger to the Food Standards Agency (FSA) proposal to require a government task force which aimed to set red tape.
The Farming, Legislation Task Force, chaired by the FSA, has made several recommendations to improve meat inspection services offered by the FSA. However, the FSA did not accept the proposal claiming that the agency was attempting to "kick the proposal to the long grass."
A key recommendation in the Macdonald report was that "independent competent FSA staff be able to use accredited private sector facilities to provide meat inspection services" and that the FSA should "approve and designate those bodies as control bodies."
However, in its final response to recommendations, stating "With regard to the use of control bodies to deliver official controls, there are a number of legal limitations."
The response has drawn anger from the industry, which, under the auspices of the FSA Control and Future Meat Controls Stakeholder Group, had put in its own proposals on the board to initiate a new approach to meat inspection in line with the Macdonald Report.
Stephen Brindley, director of the British Meat Processors Association and vice-chair of the stakeholder group, said: "Under the proposal, the FSA would retain its regulatory role and enforcement powers, but have delivery of inspections to third party bodies, accredited to international standards and approved by the FSA, handle all other the FSA's executive time given its limited resources to report any effort to consider the proposal or change within the scope of existing legislation. The FSA seems to be putting everything into the future and only in the context of possible regulatory and outcome changes on EU legislation."
Norman Knight, policy director with the Association of Independent Meat Suppliers, added: "The industry report, it was recommended the FSA should give the opportunity to stakeholders, provided it introduced accountability. It made failures in the Macdonald's proposal would correct that situation."
An FSA spokesman said: "In the lead-up to the 25 July, the board will consider the industry proposals which the Macdonald report is part of all the evidence on the subject."
For also feedback, page 8

WELSH CONSIDER FSA DEPARTURE
Wales is considering whether to abandon the Food Standards Agency (FSA) and create its own dedicated control of food legislation, as a move towards self-reliance.
First Minister Carwyn Jones has outlined the Welsh Assembly is considering the feasibility of developing the responsibility and the budget of the FSA directly to the Welsh Government. The surprise announcement came in response to a question from Rhodri Iwan Jones, an ally of the Welsh Government, at a press ahead with its controversial plans for full cost recovery for abattoirs.
A spokesman for the Welsh meat marketing body Ffwrdd Cymru said: "The implications of the FSA's proposals are potentially huge. We welcome any review that ensures the current situation and which will result in a solution that benefits the industry while also protecting the UK government's decision last year to abolish some of the policy areas covered in England by the Food Standards Agency (FSA)."
The UK's "body" will consider all aspects of the work of the FSA in order to create that new legislation is not before the assembly is held with all aspects of food in Wales.
It comes just weeks after the Scottish Executive revealed that an independent report would be set up to consider the future delivery of the food standards system in Scotland. It said the move followed the UK government's decision last year to abolish some of the policy areas covered in England by the Food Standards Agency (FSA).
The UK's "body" will consider all aspects of the work of the FSA in order to create that new legislation is not before the assembly is held with all aspects of food in Wales.

INSIDE
China opens doors to UK exporters
Is badger call just around the corner?
SuperMeat & Fish Awards winners

meatinfo.co.uk
Our daily online news service is the most comprehensive in the meat industry

MTJ Extra

Leading the field in meat media

Since its launch in 2006, Meat Trades Journal's sister title, MTJ Extra, has proved a valuable tool in the high-street butchers' armoury. The monthly magazine was created to cater exclusively for the independent meat retailing trade and has proved a big hit with butchers and farm shop operators.

MTJ Extra offers a mix of news, advice and information to help retailers to improve their business. The magazine aims to provide butchers with new ideas and concepts which can be implemented within their outlet. Some of the elements the magazine features include:

- All the latest news, from butchery events, to latest regulation
- Features on new category developments, and guides to developing a profitable meat based business
- Profiles on successful and innovative butchers
- Product news, looking outside the world of meat for fresh ideas
- Knowledge and insight features, giving step-by-step advice on recreating winning products

MTJ Extra has allowed Meat Trades Journal to tap into its heartland of butcher readers, and give them a vibrant, relevant and above all, useful monthly read.

MTJ Extra is published and distributed with Meat Trades Journal's first issue of each month.



Useful Links

Print

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

mtj
extra

"As a regular advertiser with MTJ Extra, we have always been impressed with the level of feedback our adverts and inserts actually receive. For us it is vital that our indirect customers are kept up to date with new products and promotions, and MTJ Extra gives us that big platform to be seen."

Jon Childs

Sales Manager UK, Verstegen Spices & Sauces (UK) Ltd

Circulation

The UK's Official Number 1 meat magazine**

Useful Links

Print

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

Meat Trades Journal has an ABC accredited average net circulation of 5575 (Jan '10 - Dec '10).

98%* OF THE CIRCULATION IS EITHER PAID FOR OR REQUESTED:

39% of our readers are happily paying to receive the magazine every two weeks.

A further 59% of our readers request MTJ with 81% registered in the first year.

*Audit issue 25 Nov 2010: 5397

Our readers at a glance

Paid-for - includes: all subscribers and newstrade readers. **Total = 2093****

Food Manufacturing - includes: manufacturers of frozen/snack foods and ready meals. **Total = 1521*****

Food service - includes: hotels, restaurants, fast-food chains, pubs. **Total = 1339*****

Wholesalers **Total = 327*****



www.abc.org.uk

** Meat Trades Journal. Total Average Net Circulation 5,575 (ABC certificate Jan - Dec 2010)

*** publisher's statement



Display Advertising

Leading the field in meat media

Do you need to communicate with the UK's meat trade? Meat Trades Journal provides the answer.

MTJ has an unrivalled ABC audited circulation across the meat industry, plus a reputation for independent editorial excellence which is second to none. The meat industry's primary news source since 1888, MTJ continues to be the first read for management and senior executives across the meat processing, manufacturing, foodservice and retail sectors. Published fortnightly, Meat Trades Journal provides the ideal environment for your marketing campaign, allowing you to advertise at a time that is right, be it a product launch, special offer or announcement.

For those targeting the independent butchers and farm shops, the monthly MTJ Extra provides the perfect platform to promote your products or consolidate a brand building exercise.

Contact: Martin Gault

Tel: 01293 846572

Email: martin.gault@wrbm.com

MTJ & MTJ EXTRA DISPLAY ADVERTISING

DPS	Page	1/2 Page	1/4 Page
£4555	£2500	£1375	£756

Series discount

15% on 3 insertions

20% on 6 insertions

30% on 12 insertions

MTJ & MTJ Extra specials

Wraparound, gatefold, tip-ons: Prices on application

SPECIAL POSITIONS

Inside front cover (MTJ Extra):	10% Surcharge
Loose inserts	£1500 up to 30g
Advertorials	Price on application
Belly Bands, Tip-ons, Gatefolds, etc	Price on application

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

DISPLAY SPECIFICATIONS

(All measurements are in mm – height x width)

DPS	Bleed	303 x 426
	Trim	297 x 420
	Type area	270 x 386

Full page	Bleed	303 x 216
	Trim	297 x 210
	Type area	270 x 190

Half page DPS	Bleed	151 x 426
	Trim	145 x 420
	Type area	130 x 400

1/2 page horizontal	Type area	130 x 190
---------------------	-----------	-----------

1/2 page vertical	Type area	270 x 90
-------------------	-----------	----------

1/4 page horizontal	Type area	66 x 190
---------------------	-----------	----------

1/4 page vertical	Type area	130 x 90
-------------------	-----------	----------

Testimonials

What the industry says about us

- [Features 2012](#)
- [Advertising](#)
 - Display
 - Classified
 - Recruitment
 - Online
- [Circulation](#)
- [Events](#)
- [Testimonials](#)
- [Contact us](#)
- meatinfo.co.uk

MTJ and MTJ Extra testimonial

"I look forward to Meat Trades Journal and especially MTJ Extra; it is my window to the outside world of meat. It is where you get to know what is going on outside of your own shop, average prices, wholesale and retail, trends, what is going to be the next big thing in our industry, competitions, trade events and advice. I would be lost without it."

Brindon Addy, Director, Addy's Ltd

MTJ Extra testimonial

"MTJ Extra is a valuable source of information for the independent butcher. It provides vital information on consumer buying habits, innovative ideas from butchers all around the UK that can help your trade, and useful recipes for meat products, some of which have become great additions to our range. MTJ keeps me up-to-date on whatever is happening in our fast-changing industry."

John Mettrick, JW Mettrick & Sons

MTJ testimonial

"I feel that the Meat Trades Journal is essential reading for anyone who has an interest in the meat processing sector. The mixture of news and features provides an excellent balance of stories which affect the industry today as well as incorporating a broad spectrum of the issues and challenges that are likely to affect the industry in the near future. In today's electronic age it is easy to consider the print media as unnecessary. However the Meat Trades Journal always incorporates something new and interesting."

Stuart Roberts, Agriculture Strategy Director, ABP

www.meatinfo.co.uk testimonial

"Its news service makes 'meatinfo' a daily destination for everyone in the meat industry who needs to keep abreast of what's going on. The 'meat-prices' section of the website provides an invaluable weekly price check and the accompanying trend graphs give an instant picture of how prices have moved not only over recent weeks, but also over the past few years."

Chris Lamb, Head of Marketing, BPEX

"The pace of change in the meat industry and the speed at which issues can develop means we all have to work harder to keep up to date with what's going on. The daily news service available at 'meatinfo' is a very useful resource that helps us all keep on the ball. And for those at the sharp end of buying and selling, the 'meat-prices' section is an invaluable tool."

Phil Davies, Trade Marketing Manager, EBLEX

Classified Advertising

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

What can advertising in **meat** and **mtj** classified offer your business?

- Delivers key decision makers across the whole meat industry
- Core readers including senior executives in meat processing companies, meat buyers and category managers in all the leading supermarket groups in addition to catering butchers and forward-thinking independent butchers
- MTJ Extra classified is the perfect place to target those in a butchery retail business

Business and Property

In this ever-evolving sector and with property changing hands and prime locations being sought, the classified section can help you cost-effectively market your business to those looking to rent or purchase businesses in your area. Looking to buy, then promote your requirements to prospective sellers. From processing through to retail, we have the best solution for you.

Equipment

New, used or secondhand, Meat Trades Journal and MTJ Extra is the market place for buying and selling. From complete processing plants and refrigeration units, through to slicers and dicers (and everything in between) we can tailor make a package to suit your budget and business needs. From lineage upwards, we have a style and price to suit most pockets.

Products & Services

Whatever product or service your company has to offer, from ingredients through to packaging, equipment repairs or meat and poultry wholesale, we can offer you the ideal environment to target those individuals who have the power to purchase.

With bespoke or tailor-made advertising packages available and sound advice and help at the end of a phone, call classified on 01293 610491

For all advertising enquiries please contact:

- Charlotte Feenan** Sales Executive 01293 610491
- Sophie Wallace** Sales Executive 01293 610308
- Leah Gale** Commercial Manager 01293 610284

RATES

Meat Trades Journal from £17 scc

MTJ Extra from £14 scc

1/8 Page	£204
1/4 Page	£408
1/2 Page	£816
Page	£1768

Series discounts available

10%	on 6 inserts
20%	on 12 inserts
30%	on 24 inserts

MECHANICAL DATA

SIZE	TYPE AREA
1/2 Page (Vertical)	260 x 94 mm
1/2 Page (Horizontal)	121 x 192 mm
1/4 Page (Vertical)	121 x 94 mm
1/4 Page (Horizontal)	60 x 192 mm
1/8 Page (6x2)	60 x 94 mm
1/16 Page (6x1)	60 x 45 mm
5x1	50 x 45 mm

Who's Who in Meat Directory

A comprehensive guide to the UK meat industry

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

Who's Who in Meat is the established comprehensive set of contact details for the UK and international meat industry.

It contains contact details for:

- Government organisations
- Quality assurance schemes
- Trade associations
- International meat companies
- Meat manufacturing companies
- Slaughterhouses and cutting plants
- Cold stores
- Supermarket meat buyers\

Who's Who in Meat has been fully updated, giving it a fresh new look and making it even easier to use.

"It's my bible. You can always rely on the information being correct and up-to-date"

A.F. Tunstall, Glenryck Foods Ltd

Directory Advertising

Ensure your company is listed and save your valuable business time.

Advertise in the updated 23rd edition of Who's Who in Meat 2011. It is crammed full of vital contact details for the UK and international meat industry.

To find out more about advertising options, including a wide range of entry enhancements, see our contacts section.

Order your copy today

We've done the hard work so you don't have to - **order your copy of Who's Who in Meat today and receive a CD ROM version absolutely FREE.**

Book orders are via the online shop <https://shop.william-reed.co.uk> or customer services number.

To purchase your copy of Who's Who in Meat today [CLICK HERE](#)



For more details on how to advertise or purchase a copy contact us today:

Leah Gale

Commercial Manager -

Classified, Directories and WRBMSearch

Tel: 01293 610284

Email: leah.gale@wrbm.com

Trudy Whiston

WRBMSearch

Tel: 01293 610435

Email: trudy.whiston@wrbm.com

Customer Services

General Enquiries

Tel: +44 (0)800 6526512

Fax: 0845 2341034

Email: customer.service@wrbm.com

Events

How you can get involved

Useful Links

Print

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

1 2



Butcher's Shop of the Year

November 2012

London

Established for many years this award scheme is especially for independent butchers and those who run farm shops. Butcher's Shop of the Year assesses the best businesses in Northern Ireland, Scotland, Wales and the English regions as well as seeking out the top farm shops, innovation and crowning the best butcher's outlet in the UK.



National Butchers' Week

25th - 31st March 2012

The week, now in its fifth year, focuses on how high street meat retailers are doing their bit in the fight against climate change. National Butchers' Week was set up by Meat Trades Journal to provide the retail butchery sector with a platform to promote their businesses. The aim of the week is to raise the profile of the trade among consumers, promote butchers as a beacon of excellence and butchery as a potential career to young people. Consumers hunting for a local, first rate butcher will also be able to use MTJ's www.findabutcher.co.uk website, a free listing service for butchers and consumers.



Champion of Champions

October 2012

Butchers' Fair

Award-winning sausage makers will be facing off in October to see which of them is good enough to take home the title of Champion of Champions. This year's competition will take place at the Bolton Arena, Bolton and will see the best sausages in the country judged to decide this year's supreme winner.



Exhibitions

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk



Butchers' Fair

Spring – 24 June 2012,

Autumn – 28 October 2012,

In 2011 Meat Trades Journal launched two new regional shows for Butchers - one in the south and one in the north.

These one-day exhibitions provide the ideal opportunity to target butchery and foodservice businesses who are looking for inspiration, new products and equipment.

The fairs allow butchers to meet a range of key exhibitors under one roof and benefit from business boosting ideas and initiatives. The shows also incorporate live activity, including seminars and masterclasses in key craft butchery skills and product areas.

www.butchersfair.co.uk



Food & Drink Expo

25- 27th March 2012

NEC, Birmingham

In 2012 Food & Drink Expo will be the largest UK food and drink trade exhibition bringing together all sectors of the food and drink market - retail, foodservice, wholesale and manufacturing. It's the perfect event for buyers and suppliers to negotiate face to face over four days and develop longterm relationships.

www.foodanddrinkexpo.co.uk



Foodex 2012

25th - 27th March 2012

NEX, Birmingham

Foodex is the exhibition for anyone involved in food and drink processing, packaging and retailing. The food and drink sector is the largest area of manufacturing in the UK, with a turnover of more than £70bn and employing over 500,000 people.

Foodex offers the perfect platform to showcase your product to the country's top decision makers.

www.foodex.co.uk



Contacts

Key contacts

Useful Links

Print

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk

EDITORIAL TEAM

ED BEDINGTON

Editor

Tel: 01293 846567
Email: ed.bedington@wrbm.com

CARINA PERKINS

Deputy Editor

Tel: 01293 846565
Email: carina.perkins@wrbm.com

ARABELLA MILEHAM

Reporter

Tel: 01293 846584
Email: arabella.mileham@wrbm.com

MELODIE MICHEL

Reporter

Tel: 01293 846592
Email: melodie.michel@wrbm.com

RECRUITMENT SOLUTIONS

LEN BECKETT

Advertisement Manager

Tel: 01293 610372
Email: len.beckett@wrbm.com

DISPLAY AND ONLINE ADVERTISING

MARTIN GOULT

Group Sales Manager

Tel: 01293 846572
Email: martin.goult@wrbm.com

KATIE TYLER

Area Sales Manager

Tel: 01293 846573
Email: katie.tyler@wrbm.com

PUBLISHING

SONIA YOUNG

Publisher

Tel: 01293 846507
Email: sonia.young@wrbm.com

JOHN LEWIS

Executive Director

Tel: 01293 610245
Email: john.lewis@wrbm.com

CLASSIFIED, DIRECTORIES AND WRBM SEARCH

LEAH GALE

Group Commercial Manager

Tel: 01293 610284
Email: leah.gale@wrbm.com

CHARLOTTE FEENAN

Sales Executive

Tel: 01293 610491
Email: charlotte.feenan@wrbm.com

TYNE DAY

Sales Executive

Tel: 01293 610367
Email: tyne.day@wrbm.com

EVENTS

HELEN LAW

Events Co-ordinator

Tel: 01293 846587
Fax: 01293 610330
Email: helen.law@wrbm.com

REBECCA GEORGE

Events Sales Executive

Tel: 01293 610422
Email: rebecca.george@wrbm.com

WHO'S WHO IN MEAT DIRECTORY

TRUDY WHISTON

Telesales Manager, Classified & Directories

Tel: 01293 610435
Email: trudy.whiston@wrbm.com

BUTCHERS' FAIR

JENNIE WILKINSON

Show Producer

Tel: 01293 846520
Email: jennie.wilkinson@wrbm.com

FOODEX AND FOOD & DRINK EXPO

DAREN ROSE-NEALE

Show Manager (Foodex)

Tel: 01293 610355
Email: daren.rose-neale@wrbm.com

JACK HALLIDAY

Show Manager (Food and Drink Expo)

Tel: 01293 610352
Email: jack.halliday@wrbm.com

William Reed Business Media

The UK's leading publisher for the food and drink industry

Useful Links

Print

- Features 2012
- Advertising
 - Display
 - Classified
 - Recruitment
 - Online
- Circulation
- Events
- Testimonials
- Contact us
- meatinfo.co.uk



William Reed Business Media is a leading B2B media company with an extensive range of high quality, award-winning products serving the UK food and drink industry in the following sectors: Grocery, Retailing, Drinks & Hospitality, and Food Manufacturing.

Our success is based on expert knowledge of our chosen markets and our ability to provide cutting edge information with insightful analysis.

As an independent company, WRBM also has the flexibility to react quickly to industry changes producing innovative products that meet its customer's needs.

For more in depth information about the full range of our products and services please visit www.wrwm.com

Meat Trades Journal is part of a WRBM portfolio that also includes

The Grocer

FOOD
manufacture

British Baker
Ingredients | Equipment | Food-to-go

WILLIAM REED BUSINESS MEDIA LTD

Registered Office:

Broadfield Park

Crawley

RH11 9RT

Tel: 01293 613400

Registered in England No. 2883992 VAT No. 664 3073 52

