



BBQ

FIRE, FOOD & OUTDOOR LIVING

2026 MEDIA PACK



The BBQ media platform for adventurous outdoor cooks, professionals and live fire influencers, through to anyone simply enjoying outdoor eating and living and eager to learn more.

FROM THE EDITOR:

BBQ is a quarterly print magazine for everyone – beginners, enthusiasts and pit masters. We are here with recipes and tips, reviews and interviews from the global barbecue village. Gather round the fire. Look, listen and tell us your stories.

Rupert Bates



MULTI MEDIA PLATFORMS

PRINT:

Readership circa **35,350** Print run **10,000+**

ON SALE:

In addition to its increasing subscriber base, the magazine is on sale nationally across more than 1,000 retailers, including Waitrose supermarkets, WH Smith newsagents, Marks & Spencers, specialist BBQ retailers, garden centres, butchers and farm shops.

The magazine is also available digitally through media platforms to over 1,100 hotels, business groups, airport lounges and airlines (online customers and loyalty clubs).

DIGITAL:

Reaching over 500,000+ through brand partnerships;

- Butchers • Farm Shops • Garden Centres
- Hospitality - Hotels, Restaurants, Pubs & Private members clubs
- Self Catering • Property & Housebuilding
- Sports Clubs & Charities • Airport Lounges
- Employee benefit programmes
- Influencers – TV, Media, Sports & Celebrity Chefs

SOCIAL MEDIA (followers):

Twitter – **11,500+**

Instagram – **13,000+**

Facebook – **5,000+**

“BBQ magazine has everything there at your fingertips - great recipes and new and classic equipment. A great read and above all an inspiration.”

Michel Roux Jr

COMMERCIAL OPPORTUNITIES

PRINT ADVERTISING RATES

(All rates are exclusive of VAT)

Prime positions	Specifications (trim)	Single Issue	Four Series
Outside Back Cover	297mm x 210mm	£3775	£3395
Opening Double Page Spread	297mm x 420mm	£3500	£3150
Second Double page Spread	297mm x 420mm	£3150	£2835
Inside Front Cover	297mm x 210mm	£2575	£2315
Inside Back Cover	297mm x 210mm	£2400	£2150

Standard Advertising

Double Page Spread	297mm x 420mm	£2995	£2695
Full Page	297mm x 210mm	£1995	£1795
Half Page Horizontal	133mm x 190mm	£995	£895
Half Page Vertical	270mm x 95mm	£995	£895
Quarter Page Vertical	133mm x 95mm	£595	£535
Quarter Page Horizontal	65mm x 190mm	£595	£535
1/8 Page – Marketplace Horizontal	65mm x 95mm	£325	£290

Contact:
David Taylor
david@thebbqmag.com

Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request

All prices subject to VAT

PREPARATION OF ARTWORK

Cost plus 10%.
Amendments to copy at cost plus 10%.

www.thebbqmag.com

TECHNICAL SPECIFICATIONS

All images and logos must be a minimum of 300dpi and converted to CMYK.
Ensure all fonts are embedded or converted to outlines.

DOUBLE PAGE SPREAD

Height

Width

Trim: 297mm x 420mm

Bleed: 303mm x 426mm

HALF PAGE
(Horizontal)

Height

Width

133mm x 190mm

HALF PAGE
(Vertical)

Height

Width

270mm x 95mm

FULL PAGE

Height

Width

Trim: 297mm x 210mm

Bleed: 303mm x 216mm

QUARTER PAGE
(Vertical)

Height

Width

133mm x 95mm

QUARTER PAGE
(Horizontal)

Height

Width

65mm x 190mm

1/8 PAGE
(Horizontal)

Height

Width

65mm x 95mm

DATES (for print)

Issue	Ad booking deadline	Artwork deadline	On Sale
23 – Spring 2026	27th February	3rd March	April 2026
24 – Summer 2026	12th May	15th May	June 2026
25 – Autumn 2026	22nd July	24th July	August 2026
26 – Winter 2026	21st Oct	23rd Oct	November 2026

Email finished artwork as
a high-resolution PDF,
with fonts embedded to:
kelly@thebbqmag.com

It is great to see a magazine dedicated to cooking on fire. There are some lovely tips and recipes to spark the imagination. It's more than just barbecue advice; it's all about fire, food and outdoor living.

Hartnett Holder & Co
Lime Wood

ADVERTISING – TERMS & CONDITIONS

In these conditions the term "ADVERTISER" means the party who books the space and is responsible for payment.

1. The PUBLISHER reserves the right to refuse, amend, withdraw or otherwise deal with advertisements submitted to him at his absolute discretion and without explanation. All advertisements must comply with the British Code of Advertising Practice.
2. The PUBLISHER will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or the failure of an advertisement to appear from any cause whatsoever.
3. The PUBLISHER cannot accept responsibility for changes in dates of insertion unless these are confirmed in writing and in time for the changes to be made.
4. The ADVERTISER will indemnify the PUBLISHER against any damages and/or loss and/or expense which the PUBLISHER may incur as a direct or indirect consequence of the ADVERTISER'S announcement.
5. In no circumstances does the placing of an order confer the right to renew on similar terms.

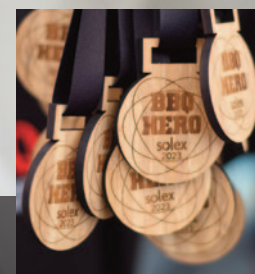
6. If the ADVERTISER cancels the balance of a agreement all unearned series discounts will be surcharged. The PUBLISHER reserves the right to surcharge in the event of insertions not being completed within the agreed period.
7. Credit accounts must be settled within 30 days from date of invoice. If an account is overdue the PUBLISHER reserves the right to suspend insertions and/or make an interest charge.
8. Notwithstanding anything in these conditions providing to the contrary neither the PUBLISHER nor the ADVERTISER shall be liable to each other for any loss or damage consequential or otherwise caused by or arising out of any Act of Parliament, Order in Council Act, of State Strike, of employees lock out, trade dispute, enemy action, rioting, civil commotion, fire, force majeure, Act of God or other similar contingency beyond the control of either of them.
9. The placing of an order will be deemed an acceptance of these conditions, and no stipulation which conflicts with them will be deemed part of the order.
10. If the ADVERTISER is supplying their own artwork, then they must submit it before the relevant copy deadline. All artwork provided must conform to the PUBLISHERS requirements.
11. The PUBLISHER cannot accept responsibility for changes in artwork unless these are confirmed in writing and in time for changes to be made.
12. If the PUBLISHER is designing the artwork, then full approval of the advert must be given in writing by ADVERTISER.

BBQ EVENTS

Since 2022 we have used our showcase events to bring to life BBQ appliances, ingredients and techniques.



BBQ HERO



SHOWCASE

- Suitable for groups of 40 – 80.
- Single Pitmaster & assistant, cook & serve.
- Menu focused on four dishes that can be done at home with some skill/knowledge.
- Guests enjoy bite size tasters of each item served in compostable tableware.
- Recipe cards, discount codes and offers available to download for participants.
- As required we can engage with other brands including drinks and outdoor furniture to enhance the guest experience.

- Up to 8 teams of 2 – 4 guests.
- 40 minute high energy team event, with a host and event production.
- Best delivered with an audience to build and support the atmosphere.
- Incorporating renown chefs and foodies to judge and engage with the audience if required.
- Discount codes and offers available to download for participants and audience members.

EVENTS



Solex



Pub in the Park



Spoga



Orvis Saltwater Festival



Smoke & Fire Festival



The Game Fair



BBQ Hero competition - PitP



Black Deer Festival



Churchill launch BBQ Activation



Redrow launch BBQ Activation



Sizzlefest

BBQ

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Follow @thebbqmag



BBQ magazine is a fantastic publication that caters for all outdoor cooking needs. We love the variety and that it appeals to everyone from novice cooks to professional pit masters. We're always happy to contribute to such a diverse and well-produced publication."

Samantha Evans & Shauna Guinn,
Hang Fire Southern Kitchen

www.thebbqmag.com