ICA

THE ICE CREAM ALLIANCE
MEDIA PACK | 2026

OUR MAGAZINE

The 'Ice Cream' magazine is the only trade magazine for the UK £1.4 billion ice cream industry

- Approximately 900 subscribers
- Digital edition is now available
- The magazine is published quarterly, with four editions released each year
- For over 80 years this magazine has been the mouth piece for the Ice Cream Alliance

Corporate Members get 10% of ALL advertisements!

If you would like more information on any of the above, please email us on info@ice-cream.org or contact the Head Office Team on 01332 203333

DISPLAY ADVERTISING

All prices are subject to VAT. To arrange a schedule and price package for multiple adverts please contact Head Office on 01332 203333 or email on info@ice-cream.org

Page Size Cost

Size	Cost
Double Page Spread	£1,515 + VAT
Full Page	£887 + VAT
Inside Cover	£930 + VAT
Half Page	£605 + VAT
Quarter Page	£400 + VAT
Back Cover	£1,000 + VAT

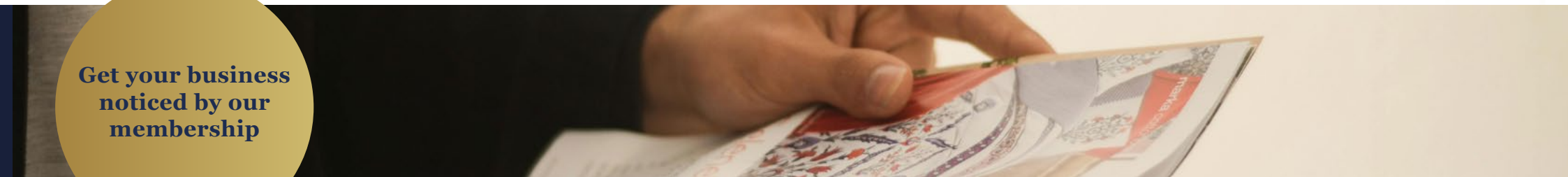
*Double page spread and full-page adverts needs to be supplied with 3mm bleed and crop marks

Double Page
W420mm x H271mm

Full Page
W210mm x H271mm

Half Page
W184mm x H119mm

Quarter Page
W90mm x H119mm



EDITORIALS & PRESS RELEASES

Attention ICA member's – All editorials and press releases are free of charge as a member's benefit.
**Subject to fair use.*

Keep those at the centre of our industry up to date with your business. Editorials are welcome from all sectors.

Size	Word Count	Cost
Full Page	500 - 600	£300 + VAT
Half Page	250 - 300	£150 + VAT

WHY A HEALTHY WORK-LIFE BALANCE IS GOOD FOR BUSINESS

In today's fast-paced world, the drive for productivity can sometimes lead to a culture of long hours and constant availability. But the truth is, encouraging a healthier work-life balance often results in more productivity, not less.

It's a simple equation: employees who feel rested, supported, and respected are more motivated and focused. Here are five effective ways employers can champion wellbeing in the workplace while still achieving their business goals.

1 **Respect Downtime**
Employees need time to switch off. That means truly disconnecting after hours and during holidays. Avoid sending emails late in the evening or over the weekend – those messages can wait, and your team will thank you for it.

2 **Lead by Example**
Leadership sets the tone. When managers take regular breaks, respect their own boundaries, and prioritise mental health, it sends a powerful message to the rest of the team. Culture is shaped by actions, not just policies.

3 **Offer Flexibility**
Flexibility can be a game changer. Allowing staff to manage their time around personal commitments – whether it's school runs or medical appointments – helps build trust and encourages accountability, as long as work gets done to standard and on time.

4 **Focus on Outcomes, Not Hours**
It's time to move away from the outdated notion that productivity equals hours at a desk. Instead, measure performance by what's actually achieved. Quality work and meaningful results should be the real markers of success.

5 **Check In Regularly**
Honest, ongoing conversations about workload and stress levels are vital. Regular one-to-ones provide a space to identify pressure points early and make adjustments before burnout sets in.

Supporting a positive work-life balance doesn't just benefit employees – it's a smart strategy for businesses too. Improved morale, better staff retention, and enhanced performance are just some of the rewards.

If you're ready to create a healthier, more balanced work culture, we're here to help you put the right policies in place.

MAGAZINE INSERTS

An excellent, cost-effective option, for maximum visibility. You can either supply 500 copies of your pre-printed inserts directly to our publishers, or alternatively, simply supply the artwork and we can print the inserts (for an additional fee). Cost = £890.00 + VAT

PRODUCT & SERVICE LISTING

Our product and service listing is a great way to let the industry know what your business has to offer. Not only is this great value for money, but it is the first place of reference for key decision makers and buyers, and the ICA Head Office Team when answering our many enquiries.

Entries cost £700 + VAT for the year. Your advert can display your company logo, name and contact details and a brief description of your products and services (approximately 150 words).

If you require more than one logo a £40.00 + VAT charge applies. Additional lineage is charged at £12.00 + VAT per line (based on 5 words per line)

If you are interested and would like to advertise on the ICA's website, please email info@ice-cream.org or call Head Office on 01332 203 333

Free for Corporate Members!

PRODUCT AND SERVICES

Discover a wide range of companies delivering diverse products and services to the ice cream industry.

PROCESS EQUIPMENT

ICE CREAM MACHINES

EDONI – LONGEVITY, EXPERTISE, QUALITY AND SUPPORT

Manufacturing new and reconditioned ice cream making boilers and freezers

Our machines

- Can produce award-winning traditional ice cream in 15-20 minutes using our vertical freezer
- Typically last for 20-30 years giving outstanding value for money
- Are handcrafted and custom built to your requirements in Glasgow
- Are installed by our own engineers
- Are easy to use and easy to clean
- Are installed, made and serviced by engineers each with over 25 years' experience

Our support

- Our customers can talk directly to the team who build, repair and service their machines
- UK and Ireland wide quick response maintenance service
- Next day parts service available on request
- Full support available for those new to ice cream making

LOCATION: 100 Strathmore Rd, Blamore Industrial Estate, Glasgow, G22 7TS
T: 0141 336 7641 **W:** www.edoni.co.uk
E: carlo@edoni.co.uk **E:** sandra@edoni.co.uk

MACHINERY WORLD LIMITED

Machinery World has in stock the largest and most competitively priced range of high-quality new and pre-owned ice cream machinery in the UK. As authorised agents for the world-famous Cattabriga brand and stockists of Promag and ROKK Processing equipment, we deliver machines, service, spare parts, and industry-leading expertise. Whether you need new or used machinery, part-exchange or outright purchase, servicing, maintenance, or spare parts, make Machinery World your first call.

LOCATION: Wolvey Lodge Business Centre, Cloudsley, Bush Lane, Wolvey, Leicestershire LE10 3HB
T: 01455 220179 **F:** 01455 221314
E: sales@machineryworld.co.uk
W: www.machineryworld.co.uk

SPARE PARTS (EQUIPMENT)

PARTS STATION

As sourcing spare parts for specific machines can often be a challenging and time-consuming process, Parts Station (formerly DairyBits Ltd) was established to provide ice cream and dairy manufacturers with convenient online access to an extensive range of cost-effective replacement machinery parts. With a comprehensive stock of OEM and replacement parts spanning electrical, mechanical, and liquid components, manufacturers can rely on finding what they need when they need it. Offering a user-friendly search feature by manufacturer or individual part, Parts Station also provides detailed specifications to ensure customers order the correct item with confidence. To meet the unique requirements of every client, Parts Station stocks both original and replica parts, giving you the best possible choice. In addition, machine manuals are available for purchase directly from the site. Whatever you order, a fast and reliable global delivery service is guaranteed.

LOCATION: Wolvey Lodge Business Centre, Wolvey, Hinckley LE10 3HB
T: +44 (0) 1455 222 089
E: Sales@parts-station.com

INGREDIENTS/ COMPONENTS

NATURAL FLAVOURS

FORRESTER WOOD & CO LTD

Established in 1964, Forrester Wood have been active in the creation and manufacture of quality flavourings and colours for over fifty years. With a comprehensive range of ingredients, we are the ideal partner to the Ice Cream industry. Our flexibility, renowned customer service levels and extensive product range ensure we are in a position to fulfil all of your flavouring requirements. In addition, our experienced technical team is on hand to respond to any individual queries you may have for new product development.

LOCATION: Hawksley Industrial Estate, Heron Street, Hollinwood, Oldham, Lancashire OL8 4UJ
T: 0161 620 4124 **F:** 0161 627 1050
E: info@forresterwood.com
W: www.forresterwood.com

Take Away Supplies

TAKEAWAY SUPPLIES (TAS GROUP) LTD

We are experts when it comes to the Ice Cream Industry with years of experience. We are a family driven business that thrive when supplying our extensive ranges of packaging and ingredients solutions. We are the UK Agent for Cremolinea Gelato Ingredients (Flavour Pastes and Variegatos), our in-house brands include All Purpose Flavours (Natural Flavours, Colours and Industrial Ripples), TAS-ty Compostable and Recyclable packaging (Generic & personal printed scooping Tubs, Spoon in lids and much more), Arthur Branwell Stabilising systems (matches for most products on the market). Download our current catalogues from www.takeawaysupplies.co.uk

LOCATION: Unit 5 Tameside Mill Ind Est, Holden Way, Off Park Road DUKINFIELD, Cheshire SK16 5LP
T: 0161 339 3895
W: www.takeawaysupplies.co.uk

CLASSIFIED ADVERTISING

Attention ICA member's – classifieds are free of charge as a member's benefit (except for those wanting to include a photo on their listing).
Non-members are charged £100 + VAT (max 25 words).

Non-members that wish to include a photograph with their listing are required to pay an additional £45 + VAT.

Advertise for sale equipment

PLEASE BE AWARE:

Classified adverts will be automatically removed after 60 days. Please inform the ICA Head Office Team if your advert is answered, so it can be removed.

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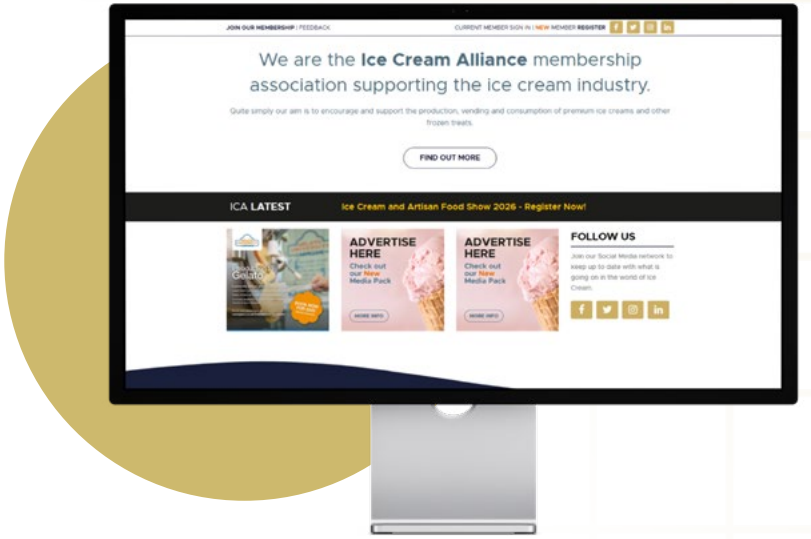
BANNER SLIDESHOW HOMEPAGE

Size	Cost
Homepage Banner Ad	£2,300 + VAT (annum)

(1600 x 900 pixels @72dpi - JPEG or PNG)

1:1 SQUARE SLOT HOMEPAGE



Size	Cost
Per 1:1 Homepage Square Ad	£1730 + VAT (annum)

(1080 x 1080 pixels @72dpi either JPEG or PNG)

SUMMARY

Banner Slide Show

Size	Cost
Per Banner Ad	£2300+ VAT (annum)

1:1 Square Slots

Size	Cost
Per 1:1 Square Ad	£1730 + VAT (annum)

- **Homepage** - 7 slots 1:1 available on this page
- **About us** - 1 slot available on this page
- **Find a supplier** - 1 slot available on this page
- **Product & Services** - 1 slot available on this page
- **Training Courses** - 1 slot available on this page
- **Ice Cream Expo** - 3 slots available on this page

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WALL PLANNER

To be featured on our annual wall planner — distributed to all members and at industry events — please email info@ice-cream.org. We'll add you to our list and reach out toward the end of the year when advertising slots for the upcoming wall planner edition become available.