



# FOOD *and* TRAVEL

## PROMOTIONAL OPPORTUNITIES WITHIN *FOOD AND TRAVEL*

### ADVERTORIALS

#### Why?

Perceived by readers as editorial, a *Food and Travel* promotion enables you to explain and sell your product to our affluent readers in the same style as the magazine; the implied endorsement is invaluable. The creative and editorial teams behind *Food and Travel* magazine will produce your advertorial, ensuring it meets the high standards set by the publication.

#### How?

We ask for a detailed brief that should outline the specific points you want to make about your product or service. We then write and design the advertorial, including a photographic shoot and recipe development where necessary. Logos and telephone numbers can also feature. All these services are included in the price. The only extra costs are flights and accommodation, should a photographer and journalist be required to travel.

#### Added value

By booking an advertorial with *Food and Travel* magazine you automatically get the opportunity to run an editorial competition in the magazine. The prize value should be in the region of £4,000. So, for an investment of £10,000 plus prize, you could enjoy up to four pages of coverage.

#### Costs

Double page spread	£10,000
Single page	£5,000

### EDITORIAL PROMOTIONS

*Food and Travel* magazine has created a new promotional opportunity exclusively for tourist boards, regional food producers and specific wine regions.

As with a normal editorial feature, we will send a journalist and photographer to the region and write the article to the same high standards as the rest of the magazine.

The magazine only agrees to carry an editorial promotion where the key objectives are in line with that of the magazine. If they don't fit, we would direct you towards advertorial or straight advertising opportunities.



## EDITORIAL PROMOTIONS (continued)

Unlike advertorials, we do not allow any logos on these features, nor do we give a client sign-off. However, these restrictions are reflected in the reduced cost and increased value of having a feature that resembles the editorial content of the magazine.

### Costs

Editorial promotions cost £1,500 per page and run to a minimum of 6 pages. Plus hosting the journalist and photographer.

## EDITORIAL COMPETITIONS

These are an integral part of the magazine and one of the many reasons why readers buy *Food and Travel* magazine. By providing an exciting and unusual prize, your company can enjoy exposure across either a page or double page spread.

The feature is written and designed by the *Food and Travel* team using information supplied by the prize provider(s). We also use photographs provided by the client, providing they are similar in style and subject matter to those found in the editorial features. If not we reserve the right to source our own images at an extra cost.

### Costs

Single page (prize value £2,500-£3,000), handling fee £950

Double page spread (prize value £4,000-£5,000), handling fee £1,500

## REPRINTS

Editorial features, promotions and advertorials can be re-printed. We create a unique *Food and Travel* magazine-style front cover for the booklet, including your logo, and can make minor changes to the text to remove mentions of competitors (if reprinting editorial). These are ideal for use at shows and exhibitions, to fulfil customer enquiries and when selling to suppliers.

### Costs

Depend on the quantity and pagination. Please call +44(0)20 7501 0511 for a quote.