



# 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, destination 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.

#### Costs

Double page spread	£12,500
Single page	£8,500

### EDITORIAL PROMOTIONS

*Food and Travel* magazine's high quality photography, design and layout lends itself perfectly to a promotional opportunity primarily 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

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.



## EDITORIAL PROMOTIONS (continued)

### Costs

Editorial promotions cost £2,400 per page and run to a minimum of 6 pages. Plus the cost of hosting the journalist and photographer. NB Gourmet Traveller features in the magazine are generally 10 pages or more.

## 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, retailers and agents.

### Costs

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

## READER OFFERS

Readers Offer pages – (circa 1/6 of a page) different and exclusive offers, giveaways or discounts featured on one colour page. There is space for a colour photograph and up to 50 words of text including telephone number/website.

**Cost:** £350



## SUBSCRIBER GIFT INCENTIVES

There is also the opportunity to give products or services as an incentive to attract new subscribers. You will receive a full colour photograph and 80 to 100 words of text including your telephone number on the Subscribe Now page. The retail value should be £25 to £40 and is featured with a description of the product, company logo and telephone number/website address. The offer is open until the end of the cover month (approximately six weeks)

The gift is available to all new subscribers but is sent out within the UK only; names and address are e-mailed for fulfilment once the offer is closed and delivery costs are met by the client. A “gratis” limit can be agreed and we give advertising credit in the magazine if the response exceeds this level. All orders must be fulfilled so as to avoid reader disappointment.

## SAMPLING

*Food and Travel* magazine participate in a number of exhibitions and shows throughout the year. The opportunity to provide samples of food or drink on the stand is available and we welcome suggestions from advertisers. Insertion of product samples and brochures into Food and Travel goodie bags is also available. Finally, you can choose to place a brand ambassador who will represent your company on the stand.

### Cost

£250 per day per show for sampling

Approximately 500 samples

Extra £250 for having a brand ambassador on the stand

**For further information on promotional opportunities with *Food and Travel* magazine please contact the advertising and sales team on 020 7501 0511 or email [ads@foodandtravel.com](mailto:ads@foodandtravel.com)**