



# FOOD *and* TRAVEL



## MAGAZINE FACTS

*Food and Travel* is an award-winning consumer print magazine published ten times a year in the UK. Our readers are passionate about food, wine and travel, and have come to trust and rely on recommendations and insider tips found in every edition. *Food and Travel* is packed with inspiring and beautifully photographed food, drink and travel stories, which appear alongside seasonal recipes, news, reviews, exclusive offers and competitions.

After 20 years of successful publishing, in the UK and around the world, the magazine's readers are well worth targeting – advertisers can benefit from the trust and loyalty they show the title and its contents. Please find more information below:

<b>UK circulation</b>	31,000
<b>UK readership</b>	103,000
<b>UK frequency</b>	Monthly (10 per year), full colour, glossy publication
<b>Launched</b>	UK edition: December 1997 German edition: June 2010 (bi-monthly) Mexican edition: June 2011 (monthly, 10 per year) Turkish edition: October 2013 (monthly, 10 per year) Arabian edition: April 2014 (monthly, 10 per year) Italian edition: November 2015 (8 x year)
<b>Reader profile</b>	Affluent lovers of food, wine and travel Predominantly professional individuals, AB adults
<b>Age range</b>	66% of readers aged 26-54 26% aged 26-44 40% aged 44-54 34% aged 55+
<b>Sex</b>	55:45 female to male
<b>Household income</b>	95% earn more than £50k a year 33% earn £50k to £75k a year 38% earn £76k to £100k a year 27% earn more than £100k a year
<b>Attitude</b>	<i>Food and Travel</i> readers are innovative, trendsetting opinion-formers



## FOOD AND DRINK

<b>Eating out</b>	On average twice a week, average food spend £30+ per head; 29% of all readers eat out more than six times a month
<b>Cooking</b>	67% of readers consider themselves to be an accomplished cook, and are interested in new products and recipe ideas
<b>Food shopping</b>	72% of readers buy organic produce and 68% use the web to shop for food and wine
<b>Wine consumption</b>	Average 0.63 bottles per day (14 times the UK average); 72% have a reasonable knowledge of wine and drink it most days
<b>Spend per bottle</b>	Average £8.74 from a retail outlet; 84% of readers spend more than £17.50 on a bottle of wine at a restaurant
<b>Social cooking</b>	<i>Food and Travel</i> readers regularly entertain at home; 47% cook for friends more than three times a month

## TRAVEL

<b>Holidays</b>	Our readers take an average 2 to 3 overseas holidays every year, and 43% enjoy 3 or more; 60% take at least 2 short breaks within the UK every year
<b>Booking</b>	61% book through an independent tour operator 63% book independent/flight-only holidays 86% use the web frequently to research a holiday or to book their air travel
<b>Main holiday</b>	£2,843 average spend per head
<b>Second holiday</b>	£1,432 average spend per head
<b>Short break</b>	£720 average spend per head
<b>Business travel</b>	41% travel abroad on business regularly

Source: *Food and Travel Reader Survey*

## SUMMARY

- Award-winning editorial covering the world's favourite pastimes – food, wine and travel
- Destinations from Antarctica to Zambia, as well as the UK
- Gourmet travel, city breaks, weekends away and active holidays
- Inspiration and menus for dinner parties or simple suppers with wine recommendations
- New products, cookery schools, delis and seasonal inspiration
- Hotel and restaurant reviews and recommendations in the UK, Europe and worldwide



## Food and Travel Reader Awards

From Chef of the Year to the City of the Year, the *Food and Travel* Reader Awards involves the best in the business. It's a chance for people to nominate their favourite food and travel experiences, no matter how big or small. There's no better way to thank those hard-working restaurants, hotels, tour operators, cruise companies, airlines and many more than with a grand gala dinner where the winners are recognised for their outstanding services. It's all in the hands of our readers.

## AWARDS

- **PPA**

Winner of Publisher of the Year  
Independent Publishing Company of the Year.  
Shortlisted for Consumer Magazine of the Year.

- **Travel industry awards:**

German Tourism Media Trophy. Award of Excellence from Communication Arts. Best Consumer Feature Awards from the Portuguese, Caribbean and Italian Tourist Boards and Visit USA Association. Also Best Travel Photography and Best Photographic Travel Feature from Italian Tourist Board and Visit USA Association respectively.

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

**Special Trade Subscription Offer:**

**Get a year's subscription for only £24 UK, £39 Europe or £49 RoW. To subscribe, visit [foodandtravel.com/subscribe](http://foodandtravel.com/subscribe) quoting code TRAD.**