



MEDIA DECK 2026

# FOOD AND TRAVEL

TASTE THE EXPERIENCE - EXPERIENCE THE TASTE



## ABOUT US

Launched in 1997, *Food and Travel* now boasts six local-language editions in key markets worldwide, firmly established us as the world's leading gastronomic travel brand.

We've always believed that travel and food are intrinsically linked – food is the gateway to a destination's culture, after all. People often think in terms of cuisines, whether Indian, Japanese, Korean or Italian. One of the most enriching ways readers can achieve cultural immersion when they travel is by truly connecting with the local communities – visiting local markets, dining in neighbourhood restaurants, using local services and interacting with people who call the destination home.

Our readers are 'light-footed' and respectful of the destinations and cultures they encounter, ensuring they don't spoil the very essence that makes these places attractive in the first place.

The clear benefit for the destinations they visit, particularly rural ones, is that their tourism dollars stay within these communities, helping to protect jobs and preserve their fabric.

**That's sustainable tourism in action.**







## MEDIA INFORMATION

*Food and Travel* readers are upscale, interested and interesting, frequent-travelling foodies who serve as opinion-formers and trendsetters among their friends, families and colleagues. They are explorers in every sense – whether through their choice of destinations, activities and culinary experiences or the wines, cocktails and beers they enjoy. As ‘conscious consumers’, provenance matters to them. Knowing that the food on their plate has been grown or reared to high standards is essential.

The print edition is distributed in all quality news outlets, including all Marks & Spencer high-street stores, most Waitrose locations, Sainsbury’s, Booths, and WHSmith high-street and travel points, where it features a dedicated travel cover.

**UK edition** Since Dec 1997 (monthly, 10 per year)

**Turkish edition** Since Dec 2008 (quarterly)

**German edition** Since June 2010 (bi-monthly)

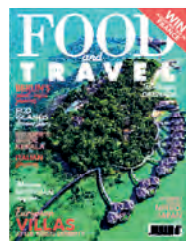
**Mexican edition** Since June 2011 (monthly, 10 per year)

**Italian edition** Since Nov 2015 (quarterly)

**Greek edition** Since Oct 2018 (monthly, 12 per year)



GREECE



UNITED KINGDOM



ITALY



MÉXICO



GERMANY



TÜRKİYE



## FOOD, DRINK AND TRAVEL – THE DETAIL

Readers take on average three overseas holidays every year (43% take more) plus two short breaks within the UK each year. Alongside food and wine, activity-based holidays have always played an important role in their holiday choices: skiing, sailing, golf, safaris and smaller-ship/expedition cruising are all high on their list.

They are as comfortable using an independent tour operator for special-interest and activity-led holidays as they are booking independently.

Although regular overseas business travel has dropped from 41% of readers to 32%, those who do travel for business now frequently incorporate personal holiday time on the back of their overseas business trips.

### **SPEND**

**Main holiday/s** £5,240 per head

**Secondary holiday/s** £2,860 per head

**Short break/s** £944 per head

*That's a market of just under £1.4 billion.*

**Eating out** The twice-a-week average spend is £41 per head; 32% eat out more than six times per month.

**Cooking** 74% of readers consider themselves accomplished cooks. Virtually all readers regularly buy organic produce.

**Wine consumption** Readers drink wine most or every day. 73% say they have a reasonable knowledge of wine.

**Average spend per bottle of wine** £9.80 at retail; in a restaurant 84% spend more than £22; and 48% regularly spend more than £30 per bottle.

*If they consume 0.58 bottles every other day, that equates to a market value of nearly £10 million per month or £110 million per year.*



## PROMOTIONAL OPPORTUNITIES

We offer clients multiple channels to reach this fit, tech-savvy audience who have the time, the spending power and the inclination to try new brands and invest in new experiences: in print, through the web, via social media, by E-newsletters, at reader events and through the creation of bespoke high-quality native content. The magazine also runs a highly respected annual awards programme, now in its 15th year.

**Print circulation** 31,000 per issue

**Print readership** 108,000

**Cover price** £6.50

## PRINT

Print offers unique dwell time and engagement for brands looking to align with *Food and Travel's* quality content. Context in advertising is important, along with trust, and print offers all of this. Digital clearly has a role too, but readers who have paid for their copy of the magazine each month will have a much stronger relationship with that content than those to whom it has simply been pushed out.

Unlike many other titles, because of our focus on quality content, *Food and Travel's* print sales continue to remain buoyant, with distribution at all quality news outlets. Many clients see the benefit of combining print campaigns with digital to execute omni-channel campaigns.



## DIGITAL

**Digital reach** - 1.24 million per month

**Social following** - 78,000

**Opted-in newsletter subscribers** 97,000

Digital channels offer immediacy and the ability to respond to topical and unfolding events and specific timelines.

We run all of the mainstream channels and all of our subscribers are organically generated, which ensures open rates higher than industry averages. For our E-newsletters we use only our own opted-in subscribers and limit them to receiving only two sponsored E-newsletters per month, as it is all too easy for subscribers to feel bombarded and hit the opt-out button.

We do offer sponsored posts and, when executed with a competition mechanic, this can offer scale. For example, an investment of £8,000 will guarantee:

**Unique reach** 350,000

**Impressions** 600,000

**Link clicks** 3,000

## 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 team 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 wish to make about your product, destination or service. We then write and design the advertorial, including a photographic shoot and recipe development where appropriate. 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.



# FOOD *and* TRAVEL

## EDITORIAL PROMOTIONS

*Food and Travel's* high-quality photography, design and layout lends itself perfectly to promotional opportunities. This mechanic is primarily suited to tourist boards, regional food producers, wine regions and, most recently, cruise lines.

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

Unlike advertorials, we do not allow logos on these features, nor do we offer client sign-off. However, these restrictions are reflected in the reduced cost and increased value of having a feature that is indistinguishable from the editorial content 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, straight advertising or digital opportunities.

Clients host the journalist and photographer in the normal manner. Please also note, editorial promotions run to a **minimum of six pages**. *Food and Travel's* regular Gourmet Traveller features generally run to ten or more pages.

Multi-territory discounts are available.





## EDITORIAL COMPETITIONS

By providing an exciting and unusual prize, your company can enjoy exposure across either one page or a 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 supplied by the client, provided they are similar in style and subject matter to those appearing in our editorial features. If not, we reserve the right to source our images for an extra fee.

**Please note** Data is not shared. Typical prize values should be £2,500 minimum for a page; £4,000 for a DPS.

## REPRINTS

Editorial features, promotions and advertorials can be reprinted. 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. They can also be produced as digital reprints.

## SUBSCRIBER GIFT INCENTIVES

There is also the opportunity to supply products or services as an incentive to attract new magazine subscribers. You will receive a full-colour image and 80-100 words of text on our *Subscribe Now* page. The retail value of the product should be £25-£40 and will be featured with a description of the product, your company logo and telephone number/website. 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 emailed to the client for fulfilment after the offer closing date 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 participates in a number of exhibitions and shows throughout the year. The opportunity to provide samples of food or drink on our stand is available and we welcome suggestions from advertisers. Insertion of product samples and brochures into goodie bags is also an option.





# FOOD *and* TRAVEL

## RATES

### DISPLAY

|                             |                |
|-----------------------------|----------------|
| <b>Double page spread</b>   | £17,500        |
| <b>Single page</b>          | £9,500         |
| <b>Half page</b>            | £5,250         |
| <b>Quarter page</b>         | £2,950         |
| <b>Classified (min 3cm)</b> | £39 per s.c.c. |
| <b>Loose inserts</b>        | by arrangement |

### ADVERTORIALS

|                           |         |
|---------------------------|---------|
| <b>Double page spread</b> | £19,500 |
| <b>Single page</b>        | £10,500 |

Specified positions +10%. Bleed +10%.

Series discounts are available; please call to discuss

### EDITORIAL PROMOTIONS

|                                   |                        |
|-----------------------------------|------------------------|
| <b>Per page</b> (minimum 6 pages) | £3,600 + hosting costs |
|-----------------------------------|------------------------|

### COMPETITION HANDLING FEE

|                           |        |
|---------------------------|--------|
| <b>Single page</b>        | £950   |
| <b>Double page spread</b> | £1,750 |

(prize value £2,500-£4,000)

Note: data is not shared

|                 |                                      |
|-----------------|--------------------------------------|
| <b>INSERTS</b>  | by arrangement                       |
| <b>REPRINTS</b> | according to quantity and pagination |

### DIGITAL

|                                     |                |
|-------------------------------------|----------------|
| <b>Online advertorials from</b>     | £2,500         |
| <b>Online competitions</b>          | £950           |
| <b>Video (from provided assets)</b> | £7,500         |
| <b>Newsletters per 000</b>          |                |
| <b>Solus</b>                        | £200           |
| <b>Shared (non compete)</b>         | £120           |
| <b>Leaderboards (per month)</b>     | £650           |
| <b>Banner ads (per month)</b>       | £550           |
| <b>Home page takeover</b>           | by arrangement |
| <b>Socials per post</b>             |                |
| <b>X (Twitter)</b>                  | £700           |
| <b>Facebook</b>                     | £600           |
| <b>Instagram</b>                    | £650           |
| <b>Pinterest</b>                    | £1,950         |

### SAMPLING

**Per show** £250 per day (approximately 500 samples); plus additional £250 for a brand ambassador at the stand

For further information on all 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)



# FOOD *and* TRAVEL

## TECHNICAL SPEC

### PRINT

| DPS                              | Page                  | Half page horizontal  | Half page vertical    | Quarter page         |
|----------------------------------|-----------------------|-----------------------|-----------------------|----------------------|
| Bleed size 291mm (h) x 446mm (w) | 291mm (h) x 226mm (w) | 145mm (h) x 226mm (w) | 291mm (h) x 116mm (w) | n/a                  |
| Trim size 285mm (h) x 440mm (w)  | 285mm (h) x 220mm(w)  | 142mm (h) x 220mm (w) | 285mm (h) x 110mm (w) | n/a                  |
| Type size 265mm (h) x 420mm (w)  | 265mm (h) x 200mm (w) | 130mm (h) x 200mm (w) | 265mm (h) x 98mm (w)  | 130mm (h) x 96mm (w) |

### PRINT

**IMPORTANT** Always include a 6mm gutter down the centre of the DPS within the dimensions given above, otherwise text and pictures will get lost within the binding - please supply as two separate pages.

**High-resolution PDF** (300dpi) with all fonts embedded and all images converted to CMYK. Should be saved as high resolution in composite format, using the PDFX 1-a standard, ensuring that the PDF version is no greater than 1.3 and has no active transparency. Do not save copydots as pdf. Do not use group 4 compression.

**Always supply a final colour proof.** If copy is not supplied in the correct format, or a colour proof is not provided, we cannot guarantee the correct reproduction of the copy.

### DIGITAL

**Leaderboards/banner ads** (width x height): 728px x 90px. Adverts can be supplied in GIF, JPG or PNG format according to the dimensions given above. File sizes should not exceed 150KB. Animated banners should not run for longer than 10 seconds.

**Competitions** Company/brand logo. Tile image: 750px x 500px (all images to be 72 dpi). Words: 150-200, clearly stating the prize, the question, plus any additional terms and conditions.

**E-newsletter** Company/brand logo. Tile image: 150px x 250px (all images to be 72 dpi). Words: 150-200, clearly stating the offer, how to redeem it, plus any terms and conditions.



# FOOD *and* TRAVEL

## FOOD AND TRAVEL READER AWARDS

The acclaimed Food and Travel Reader Awards are now in their 15th year and, uniquely, the shortlists are created by the readers, who nominate their favourites in each category. Readers are then asked to vote a second time on each shortlist, with the nominee gaining the most votes winning their category.

This process provides the awards with real credibility and is just one reason they are so sought after by those in the industry.

The programme culminates with a Michelin-standard, black-tie gala dinner created by three of the previous year's winning chefs, with each course wine-paired.

Sponsoring the Food and Travel Reader Awards is an excellent opportunity to benefit from your company's association with an industry-leading publication and event. Combining an affluent and dedicated readership base with a glamorous, gold-standard awards evening, sponsorship is a partnership that provides longevity and sustained brand acquisition, engagement and enhancement. Brand involvement is a guarantee.

There are three categories of sponsorship:

|                      |         |
|----------------------|---------|
| <b>Category</b>      | £12,500 |
| <b>Category Plus</b> | £15,000 |
| <b>Gold sponsor</b>  | £38,950 |

The benefits are multi-faceted – and they increase with each level of sponsorship - for more detailed information and to discuss your tailored requirements, please contact the team on 020 7501 0511 or email [ads@foodandtravel.com](mailto:ads@foodandtravel.com)

You can view short videos of previous years' Reader Awards dinners at [foodandtravel.com/awards/our-awards](http://foodandtravel.com/awards/our-awards)

## INTERNATIONAL EDITIONS PACKAGES

*Food and Travel* is published across six international markets. Each local editorial team ensures the nuances of each market are understood and addressed. This allows clients to run global-local campaigns, targeting the same upscale, frequent-travelling, food-loving readership, tailored to each market.

We have a team of specialists in your local region. Please contact them for more information on our multi-territory packages available to you.

Clients investing in multi-territory advertising campaigns enjoy an automatic 10% discount on any negotiated rates in the second and subsequent country editions as long as your campaign is booked at the same time and through one sales point. Discounts

apply on like-for-like channels, eg newsletters, ad space, advertorials, leader boards, etc.

Clients booking four or more local-language editions will receive an additional 5% discount on all bookings.

Regular page rates in each local-language edition are:

**UK** £9,500

**German-speaking (DACH)** £12,250

**Italian-speaking (Italy, Ticino)** £7,950

**Mexico (Spanish)** £9,900

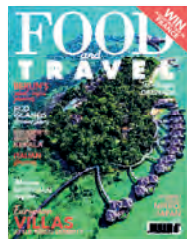
**Turkish** £8,450

**Greek** £8,450

For licensing enquiries, please contact Gregor Rankin on +44 (0)207 501 0520; [gregor.rankin@foodandtravel.com](mailto:gregor.rankin@foodandtravel.com)



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**FOOD**  
*and*  
**TRAVEL**



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## TERMS AND CONDITIONS

### CONDITIONS ATTACHING TO ADVERTISING CONTRACTS

1. In these Conditions attaching to Advertising Contracts ('these Conditions'): 'Publisher' means Green Pea Publishing Limited and any associated companies, Food and Travel Germany Ltd and Turnstart Ltd (and its trading names including Food and Travel) and 'Advertiser' means the person booking the advertising space including Advertising Agents, PR Companies, Independent Media Buyers, or Clients. Advertising Agents, PR Companies and Independent Media Buyers shall for the purpose of these Conditions act as principals on their own behalf for all purposes connected herewith. 'Rate Card' means the Publisher's current scale of charges for advertisements, a current copy of which may be obtained from the Publisher. 'Contract' means a legally binding booking accepted by the Publisher in accordance with Clause 2 for publication of an Advertisement. 'Advertisement' includes loose 'insert' or other 'insert' where appropriate.

Cancellation of a Contract means cancellation of either all or part of the remaining unperformed part of the Contract unless the context of the relevant condition makes it clear that cancellation of only a specific insertion(s) is referred to.

2. The issue of a Rate Card does not constitute an offer by the Publisher to contract. A Contract is made only by the Publisher's acceptance of the Advertiser's order as effected by the Publisher issuing an Acknowledgement of Order Form.

3. All Contracts are subject to these Conditions and no variation or addition thereto shall be effective unless specifically agreed to in writing by the Publisher. Any other terms or conditions sought to be imposed by the Advertiser are expressly excluded.

4. Advertisement rates are subject to revision at any time and the price prevailing at the time the Contract is made binds the Publisher only in respect of the agreed booking as confirmed by the Publisher's Acknowledgement of Order Form.

5. All orders are accepted subject to acceptance of copy by the Publisher, as indicated in Clause 7, and if it is intended to include in an Advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details of such competitions or special offers must be submitted by the Advertiser at the time the order is negotiated.

6. The Advertiser warrants that any Advertisement submitted by it for publication shall comply with all applicable legislation, regulations, and codes of practice and is not an infringement of any other party's rights. The Advertiser will indemnify the Publisher fully for all costs and damages (including legal costs and awards ordered against the Publisher) in respect of any claim made against the Publisher arising from the Advertisement or its publication.

7. The Publisher reserves the right in its absolute discretion to cancel any Contract or to omit or suspend an Advertisement for good reason (for example if it is libellous, defamatory, pornographic, socially

unacceptable, insensitive or otherwise contrary to editorial policy). Should cancellation, omission or suspension be due to the act or default of the Advertiser or his servants or agents including the unsuitability of the Advertisement as indicated above, then the Advertiser shall pay for the space reserved for the Advertisement in full notwithstanding that the Advertisement has not appeared. Such cancellation, omission or suspension shall be notified to the Advertiser as soon as possible.

8. If the Publisher considers it necessary to modify space or alter the date or position of insertion or make any other alteration it shall notify the Advertiser of this as soon as it reasonably can and the Advertiser will have the right to cancel the insertion of that Advertisement if the alterations requested are unacceptable unless such changes are due to circumstances beyond the Publisher's control and cannot be notified to the Advertiser prior to the commencement of the

manufacturing cycle of the relevant publication.

9. The Publisher will exercise reasonable care and skill in the handling and publishing of the Advertisement but where the Advertisement is not published in the manner specified in the Contract, whether through any failure or negligent act or omission on the part of the Publisher or any third party, the Publisher's maximum liability to the Advertiser shall be limited to the amount of any payment made for the Advertisement concerned: the Publisher shall not be liable for any direct, indirect, special or consequential loss or damage arising from any failure to publish an Advertisement as agreed with the Advertiser, including, but without limitation, any late or incorrect publication, any non-publication or inaccurate reproduction of the Advertisement, whether caused by the Publisher's error or negligence or by any reason whatsoever. The Publisher shall not be liable in respect of any error or omission in respect of publishing the Advertisement which is not notified to the Publisher in

## TERMS AND CONDITIONS CONT

writing within one calendar month of the actual publication date of the Advertisement.

10. The Advertiser may cancel any Contract at any time at least four months prior to the publication date of a particular insertion. Cancellation will be effective once written notice thereof is received by the Publisher.

11. If the Advertiser cancels any Contract in accordance with Clause 10, except in the circumstances of cancellation as set out in Clause 8 above, he relinquishes any right to that series discount (if any) to which he was previously entitled and Advertisements will be paid for at the appropriate rate. A new invoice will be issued for any surcharges relating to Advertisements that have already been invoiced at the discounted rate. The payment date for any previous invoices, however, remains unaffected.

12. In circumstances where, at the Publisher's discretion, the Publisher arranges to supply proofs of copy to the Advertiser, all copy must be supplied by the Advertiser to the

Publisher by the last day for receiving copy as stated by the Publisher, failing this the Publisher cannot guarantee that proofs will be supplied or corrections made. If copy instructions are not received by the last day for receiving copy the Publisher reserves the right in its absolute discretion to repeat Advertiser's existing copy in its possession where appropriate or where the Publisher does not hold any copy to omit the Advertisement and to charge for the space reserved in accordance with Clause 7.

13. Advertiser's property, originals, artwork, type, mechanicals, positives etc are held by the Publisher at the owner's risk and should be insured by the Advertiser against loss or damage from whatever cause. After performance of the Contract relating to such materials, the Advertiser shall be responsible for collecting all such materials which it requires from the Publisher's premises, failing which, the Publisher reserves the right to destroy all artwork which has been in its possession for more than six months and no liability shall be attached to

the Publisher in respect of such destruction.

14. The Publisher reserves the right to impose a 1% surcharge on all mail order advertising and to request completion by the Advertiser of the PPA's Application to Advertise by Mail Order form for mail order advertisements.

15. Charges will be made to the Advertiser where production work of any kind is required to put the Advertisements in a form suitable for publication for any reason and at any stage. The Publisher will notify the Advertiser of such charges in writing upon receipt of advertising copy and these charges will be agreed prior to publication, unless such acts or defaults do not become apparent to the Publisher until the manufacturing cycle begins in which case reasonable standard charges for such work shall be made.

### 16. TERMS OF PAYMENT

(a) Unless otherwise stipulated by the Publisher, payment is due to be

received from the Advertiser by the end of the month following the date of invoice. If the Advertiser defaults in making payment of any sums by the due date, the Publisher reserves the right to require immediate payment for all advertising space booked by the Advertiser (failing which the Publisher shall be entitled to terminate the Contract forthwith by written notice to the Advertiser) and to require payment in advance for future bookings, and pending such payment to omit or suspend all or any Advertisements due to appear under an existing Contract with the Advertiser. The Publisher reserves the right to impose a surcharge of 8% plus the prevailing Bank of Interest base rate on overdue amounts. This sum shall be charged on monthly basis if payment extends past 6 months overdue.

(b) Advertising Agents and Independent Media Buyers not recognised by the Periodical Publishers Association and Advertisers placing business direct will be required to pre-pay the account prior to the final copy date

for each Advertisement.

(c) The Publisher may in its discretion provide account facilities to a non-recognised Advertising Agent, Independent Media Buyer, PR Company or direct Advertiser once he has pre-paid and demonstrated a good payment record for insertions in three separate issues for an individual periodical or periodicals published by Green Pea Publishing Limited. Any credit will only be granted after obtaining satisfactory trade and credit reference agency clearance and the Advertiser will be informed by the Publisher once it is ready to provide such account facilities.

17. Advertising Agents and Independent Media Buyers recognised by the Periodical Publishers Association are allowed agency commission at the rates quoted on the Rate Card provided payment for advertisements is made in full by the due date.

18. These Conditions and all other terms of the Contract shall be constructed in accordance with the Laws of England.