



# FOOD *and* TRAVEL



## MAGAZINE FACTS

<b>Circulation</b>	27,000
<b>Readership</b>	81,000
<b>Frequency</b>	Monthly (10 x year), full colour, glossy publication
<b>Launched</b>	UK edition: December 1997 Turkish edition: September 2008 German edition (for Germany, Austria and Switzerland): June 2010
<b>Reader profile</b>	Affluent lovers of food, wine and travel
<b>Age range</b>	Predominantly professional individuals, AB adults 74% of readers aged 26-54 40% aged 26-44 34% aged 44-54 26% aged 55+
<b>Sex</b>	60:40 female to male
<b>Household income</b>	94% earn over £50k+ per annum 37% earn between £50-£75k per annum 38% earn between £76k-£100k per annum 19% earn over £100k per annum
<b>Attitude</b>	<i>Food and Travel</i> readers are innovative and trendsetting opinion-formers

## FOOD AND DRINK

<b>Eating out</b>	On average 3 times per week, average spend £30+ per head (excl. wine), 29% of all readers eat out more than 6 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>	52% of readers buy organic produce and 42% use the Internet for food/wine shopping
<b>Wine consumption</b>	Average 0.82 bottles per day (14 times the UK average) 72% of readers drink wine most days and have a reasonable knowledge of wine
<b>Spend per bottle</b>	Average £7.65 from a retail outlet (25% >£10), 84% of readers spend more than £15 on a bottle of wine at a restaurant



**Social cooking**

*Food and Travel* readers regularly entertain at home; 47% cook for friends more than three times a month

**TRAVEL**

**Holidays**

Readers take an average of 2-3 overseas holidays every year and 43% take 3 or more. 60% take at least 2 UK-based short breaks every year

**Booking**

79% book through an independent tour operator  
 52% book independent/flight only holidays  
 86% use the Internet frequently to research a holiday or book an airplane ticket

**Main holiday**

£2,362 average spend per head

**Second holiday**

£1,265 average spend per head

**Short break**

£515 average spend per head

**Business travel**

36% regularly travel abroad on business

*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 and seasonal recipes, cookery schools and delis.

Hotel and restaurant reviews and recommendations in the UK, Europe and worldwide.

**AWARDS**

**•PPA Awards for Editorial and Publishing Excellence 2007 - 2010:**

Winner of Publisher of the Year and Independent Publishing Company of the Year. Also shortlisted for Consumer Magazine of the Year.

**•Travel industry awards 2008 - 2010:**

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)**