



FOOD *and* TRAVEL MAGAZINE

MAGAZINE FACTS

Circulation 26,000
Readership 78,000
Frequency Monthly (10 x year), full colour, glossy publication
Launched UK edition: December 1997
 Turkey edition: September 2008

Reader profile Affluent lovers of food, wine and travel
 Predominantly professional individuals, AB adults

Age range 74% of readers aged 26-54
 40% aged 26-44
 34% aged 44-54
 26% aged 55+

Sex 64:36 female to male

Household income 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

Attitude *Food and Travel* readers are innovative and trendsetting opinion-formers

FOOD AND DRINK

Eating out On average 3 times per week, average spend £25+ per head (exc. wine), 29% of all readers eat out more than 6 times a month

Cooking 67% of readers consider themselves to be an accomplished cook, and are interested in new products and recipe ideas

Food shopping 52% of readers buy organic produce and 42% use the internet for food/wine shopping

Wine consumption Average 0.82 bottles per day (8 times the UK average)
 72% of readers drink wine most days and have a reasonable knowledge of wine

Spend per bottle 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 November 2006

SUMMARY

Award-winning editorial covering the world's favourite pastimes – food, wine and travel. Worldwide destinations range from Antarctica to Zambia, as well as the UK. Short breaks, weekends away, adventure holidays and gourmet travel.

Inspiration and menus for dinner parties and simple suppers, with wine recommendations and seasonal recipes.

Up-to-date food and travel news.

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

2008 AWARDS

- Winner – 'Publisher of the Year' PPA Magazines 2008 Awards for Editorial and Publishing Excellence
- Winner – 'Independent Publishing Company of the Year' PPA Magazines 2008 Awards for Editorial and Publishing Excellence
- Winner – '2008 Award of Excellence' at the Communication Arts 49th Annual Photography Exhibition
- Highly commended – 'Best Consumer Feature' at various tourist boards' media awards in 2008, including Caribbean Tourist Organisation, Portuguese Tourist Board, Visit USA, Italian Tourist Board

For further information on *Food and Travel* magazine please contact the advertising and sales team on 020 7501 0511 or email ads@foodandtravel.com

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