



# FOOD *and* TRAVEL

## MAGAZINE FACTS

<b>Circulation</b>	25,000
<b>Readership</b>	70,000
<b>Frequency</b>	Monthly, full colour, glossy publication
<b>Launched</b>	December 1997
<b>Reader Profile</b>	Predominantly professional individuals, AB adults Affluent lovers of food wine and travel.
<b>Age Range</b>	46% of readers aged 26-44, 33% aged 44-54
<b>Sex</b>	68:32 Female to Male
<b>Household Income</b>	46% of readers earn £50k+ per annum, 33% of readers earn over £76k+ per annum. 14% earn over 100k.
<b>Attitude</b>	Food and Travel 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 (exc. wine), 27% of all our readers eat out more than 6 times a month
<b>Cooking</b>	64% of readers consider themselves to be an accomplished cook, and are interested in new products and recipe ideas
<b>Food Shopping</b>	44% of readers buy organic produce and 39% use the Internet for food/wine shopping
<b>Wine consumption</b>	Average 0.82 bottles per day (14 times more than the UK average) 59% of our readers drink wine most days and have a reasonable knowledge of wine.
<b>Spend per bottle</b>	Average £7.75 from a retail outlet (25% >£10), 81% of readers will spend more than £15 on a bottle of wine at a restaurant.
<b>Social Cooking</b>	Food and Travel readers regularly entertain at home. 47% cook for friends more than three times a month



# FOOD *and* TRAVEL

## TRAVEL

<b>Holidays</b>	Readers take an average of 2-3 overseas holidays every year and 37% take 3 or more. 66% take at least 2 UK based short breaks every year.
<b>Booking</b>	79% book through an Independent Tour Operator 47% book independent/flight only holidays 54% use the Internet frequently to research a holiday or book an airline ticket.
<b>Main Holiday</b>	£2,231 average spend per head
<b>Second Holiday</b>	£1,105 average spend per head
<b>Short Break</b>	£510 average spend per head
<b>Business Travel</b>	32% regularly travel abroad on business
<b>Source</b>	Food and Travel Reader Survey November 2006

## SUMMARY

Award winning editorial covering the world's favourite pastimes – food, wine and travel. Destinations from Antarctica to Zambia. Short breaks, weekends away, adventure holidays and gourmet travel.

Inspiration and menus for dinner parties or simple suppers with wine recommendations. New products and seasonal recipes.

Hotel and restaurant reviews and recommendations worldwide.

## AWARDS

Shortlisted PPA Publisher of the Year 2007  
Visit USA Association 'Magazine of the Year' and journalist of the Year 2003  
PPA 'Subscription Magazine of the Year' (Independent Publishers) 2000  
Guild of Food Writers 'Writer of the Year' – Brian Glover.  
Special award from the Italian Tourist board for the 'Most intriguing article'  
Nominated for Best World Food Magazine 2003 – Jacob's Creek World Food Awards

**For further information on Food and Travel magazine please contact the advertising and sales team on 0207 501 0511 or email [ads@foodandtravel.com](mailto:ads@foodandtravel.com)**