



# FOOD *and* TRAVEL MAGAZINE

## PROMOTIONAL OPPORTUNITIES WITHIN *FOOD AND TRAVEL*

### 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 teams 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 want to make about your product or service. We then write and design the advertorial, including a photographic shoot and recipe development where necessary. 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.

#### Added value

By booking an advertorial with *Food and Travel* magazine you automatically get the opportunity to run an editorial competition in the magazine. The prize value should be in the region of £4,000. So, for an investment of £7,500, plus prize, you could enjoy up to four pages of coverage.

#### Cost

Double page spread	£7,500 to £10,000
Single page	£4,500 to £5,000

### EDITORIAL PROMOTIONS

*Food and Travel* magazine has created a new promotional opportunity exclusively for organisations such as tourist boards, food producers and wine-makers.

As with a normal editorial feature, we will send a journalist and photographer to the region and write the article to the same high standards as the rest 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 or straight advertising opportunities.



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## EDITORIAL PROMOTIONS (continued)

Unlike advertorials, we do not allow any logos on these features, nor do we give a client sign-off. However, these restrictions are reflected in the reduced cost and increased value of having a feature that blends seamlessly with the editorial content of the magazine.

### Cost

Editorial promotions cost £1,300 per page and run to a minimum of 6 pages. Plus hosting the journalist and photographer.

## EDITORIAL COMPETITIONS

These are an integral part of the magazine and one of the many reasons why readers buy *Food and Travel* magazine. By providing an exciting and unusual prize, your company can enjoy exposure across either a page or 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 provided by the client, although they must be similar in style and subject matter to those found in the editorial features. If not we reserve the right to source our own images at an extra cost.

### Cost

If taken as part of an advertorial package the opportunity is **free of charge**

Single page (prize value £2,500-£3,000), handling fee £900

Double page spread (prize value £4,000-£5,000), handling fee £1,500

## REPRINTS

Editorial features, promotions and advertorials can be reprinted. We create a unique *Food and Travel* magazine-style front cover for the reprint, 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 answer customer enquiries and when selling to suppliers.

### Cost

Varies, depending on the quantity and pagination. Please call +44 (0)20 7501 0511 for a quote.



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## READER OFFERS

Composite reader offers (circa 1/6 of a page per offer) consist of exclusive offers, giveaways or discounts featured on one Reader Offers colour page. There is space for a colour photograph and up to 50 words of text including telephone number / website address.

### Cost

£350

## SUBSCRIBER GIFT INCENTIVES

There is also the opportunity to give products or services as an incentive to attract new subscribers, with space for a full colour photograph and 80-100 words of text on the Subscriptions pages. The retail value of the gift should be around £30 and is featured on a full-colour double page spread with a description of the product, company logo and telephone number / website address. The offer is open until the end of the cover month (approximately six weeks).

The gift is available to all new subscribers but is only sent out within the UK; names and addresses are emailed for fulfilment once the offer is closed and delivery costs are met by the client. A 'gratis' limit can be agreed upon and we give advertising credit for a future issue of 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 consumer exhibitions and shows throughout the year. The opportunity to provide samples of food or drink on the stand is available and we welcome suggestions from advertisers.

The insertion of product samples and brochures into *Food and Travel* 'goodie' bags is also available.

Finally, you can choose to place a brand ambassador who will represent your company on the stand.

### Cost

£250 per show for sampling

Approximately 500 samples

Extra £250 for having a brand ambassador on the stand

**For further information on 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)**