



FOOD *and* TRAVEL

PROMOTIONAL OPPORTUNITIES

There are many ways to use *Food and Travel* magazine to promote your business. Our aim at Green Pea Publishing is to offer those who support us maximum value for money and to establish a lasting business relationship. Our approach is flexible and very much "can do". Therefore the opportunities outlined below are a starting point rather than a definitive guide. They are available as a package and require an element of financial investment, whether this is in the form of advertising, advertorial, re-prints or bulk purchase of subscriptions or magazines.

ADVERTORIAL

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 skills of the creative and editorial teams that create Food and Travel magazine, will also be used to produce your advertorial.

What

We would take a detailed brief from you (or your PR agent) which should outline the specific points that you want to make (or objections you want to overcome) about your product or service. We would write and design the advertorial, including a photographic shoot and recipe development if necessary. Logos and telephone numbers can also feature. All these services are included in the price. The only extra cost would be flights and accommodation for a photographer and journalist should that be necessary.

Added value

By booking an advertorial with Food and Travel magazine you would automatically get the opportunity to run an editorial competition in Food and Travel 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.

Advertorial costs:

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

EDITORIAL COMPETITION

This is an integral part of the magazine and is one of the many reasons why readers buy Food and Travel magazine. By providing an exciting and unusual prize, your company can enjoy a full colour double page spread in Food and Travel magazine.

The feature is written and designed by the Food and Travel magazine team using information supplied by the prize provider(s). We also use photographs provided by the client but of course these should be of a similar style to Food and Travel magazine editorial.



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Editorial competition costs

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

RE-PRINTS

Both editorial and advertorials can be re-printed. 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 re-printing editorial). These are ideal to use at shows and exhibitions, to fulfil customer enquiries and when selling to suppliers.

Costs depend on the quantity and size of the feature. Please call for a quote.

READER OFFERS

Readers Offer pages – (circa 1/6 of a page) different and exclusive offers, giveaways or discounts featured on one colour page. There is space for a colour photograph and up to 50 words of text including telephone number/web site.

Cost: £350

SUBSCRIBER GIFT INCENTIVES

There is also the opportunity to give products or services as an incentive to attract new subscribers. You will receive a full colour photograph and 80 to 100 words of text including your telephone number on the Subscribe Now page. The retail value should be £30 to £40 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 sent out within the UK only; names and address are e-mailed for fulfilment once the offer is closed and delivery costs are met by the client. A “gratis” limit is 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 participate in a number of 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. Insertion of product samples and brochures into Food and Travel goodie bags is also available.