

**TASTE OF FRANCE**  
MEDIA KIT

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THE FIRST MAGAZINE DEVOTED  
TO FRENCH FOOD & WINE

France Today's "A Taste of France" magazine is a celebration of French cuisine in all its forms. We invite our readers to savour local produce in characterful markets and food festivals, to indulge themselves in fine dining restaurants, to tour France in search of new foodie experiences and to enjoy French classic food, wine and recipes from the comfort of home.

INSPIRATION: AT HOME OR IN FRANCE

With this beautiful new two hundred page publication in their hands our Francophile foodie readers will be inspired to try new taste sensations from the comfort of home as well as planning their next trip to one of the great French gastronomic destinations.

READERSHIP

Thanks to the international retail distribution agreements in place for France Today magazine, A Taste of France will be distributed in over 60 countries around the world including North America, Australasia, Asia and across Europe. In the USA the magazine will be sold in Barnes and Noble bookstores, OTG and in Hudson's airport newsstands. In the UK it will be sold in WH Smiths, Waitrose and Sainsburys.

**Total distribution: 70,000 copies**

DESIGN

Lavish photography and a crisp, stylish design means our articles will really inspire the reader: stunning location shots, professional food and drink images and tempting headlines make for a mouth-watering publication that readers will want to keep on their kitchen shelves or coffee-tables, and take with them on their next visit to France.



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EDITORIAL

**FEATURE ARTICLES**

A Taste of France can call on some talented international food writers to share their love of French gastronomy with our readers. For example, award winning author and food writer Alexander Lobrano will be revealing his top 20 fine dining experiences; Author of On Rue Tatin and In a French Kitchen Susan Loomis will reflect on her favourite moments as an author and cookery school founder; Trish Deseine on what she learned in her twenty years in France introducing home comfort food to the French; David Lebovitz in his kitchen in Paris, and much more.

**REGIONAL TOURS**

Here is where we take our readers on detailed food and wine itineraries of the French regions.

- The foodie heritage, celebrated chefs and specialities of each region
  - The classic recipes
  - The best markets and food and wine festivals
  - Where to stay and eat, and when to visit
- Foodie experiences, cookery classes and wine tourism

**RETAIL THERAPY**

A colourful round up of all the must-have French cookware, crockery, utensils, gadgets, kitchen accessories and ornaments, gift services and those all-important online deliveries for when you can't be in France.

**TRENDING**

We reveal the up and coming award winning chefs and the new foodie hotels and restaurants opening. We feature surprising new gastro tours and wine tourism experiences. Our event planner highlights the must visit food and wine festivals for your diary.

**RECIPES**  
As a free bonus for our readers we're including a mini publication with easy to cook classic recipes from all your favourite French chefs.

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RATE CARD

**FULL PAGE**

£2250

**HALF PAGE**

£1250

**QUARTER PAGE**

£725

**COVERS**

£3250

**GUARANTEED POSITION**

10%

KEY DATES

**ON SALE**

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