



FOOD and TRAVEL



MAGAZINE FACTS

Food and Travel is an award winning consumer print magazine currently publishing 10 times a year in the UK. Our readers are passionate about food, wine and travel and have come to trust and rely on recommendations and insider tips found in every edition. *Food and Travel* is packed with inspiring and beautifully photographed food, drink and travel stories, which appear alongside seasonal recipes, news and reviews, exclusive offers and competitions

After 17 years of successful publishing, in the UK and around the world *Food and Travel's* readers are well worth targeting and advertisers can benefit from the trust and loyalty they show the title and its contents. More info below.

Circulation 29,000
Readership 84,000
Frequency Monthly, (10 per year), full colour, glossy publication
Launched UK edition: December 1997,
 German (Germany, Austria and Switzerland): June 2010,
 monthly, (6 per year)
 Mexican: June 2011, monthly, (10 per year)
 Turkish: October 2013, monthly, (10 per year)
 Arabian: April 2014, monthly, (10 per year)
 Italian: September 2014

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

Age range 66% of readers aged 26-54
 26% aged 26-44
 40% aged 44-54
 34% aged 55+

Sex 60:40 female to male

Household income 95% earn over £50k per annum
 33% earn £50-75k per annum
 27% earn over £100k per annum

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

FOOD AND DRINK

Eating out On average 3 times per week, average spend £30+ per head (excl. wine); 71% of readers eat out more than 12 times per 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 68% use the internet for food/wine shopping.

Wine consumption 72% of readers drink wine most days and have a reasonable knowledge of wine.

Spend per bottle Average £8.74 from a retail outlet, 84% of readers spend more than £17.50 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 two UK-based short breaks every year.

Booking 61% book through an independent tour operator
63% book independent/flight-only holidays

Main holiday £2,443 average spend per head
Second holiday £1,432 average spend per head
Short break £720 average spend per head
Business travel 41% regularly travel abroad on business

Source: Food and Travel Reader Survey

SUMMARY

Award-winning editorial covering the world's favourite pastimes – food, wine and travel. Destinations from Antarctica to Zambia, as well as the UK. Gourmet travel, city breaks, weekends away and active holidays.

Inspiration and menus for dinner parties or simple suppers with wine recommendations.

New products and seasonal recipes, cookery schools and delis.

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

FOOD AND TRAVEL READER AWARDS

From Chef of the Year to the City of the Year, Food and Travel Reader Awards have something for everyone. It's a chance for our readers to nominate their favourite food and travel experiences, no matter how big or small. There's no better way to thank those hard working restaurants hotels, holiday companies, cruise and airlines many more than with a grand gala where the winners will be awarded for their outstanding customer services. It's all in your hands.



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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