



FOOD *and* TRAVEL



MAGAZINE FACTS

Food and Travel is the world's leading gastronomic travel title.

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, reviews, exclusive offers and competitions.

After nearly 25 years of successful publishing, in the UK and around the world, the magazine's readers are well worth targeting – advertisers can benefit from the trust and loyalty they show the title and its contents. Please find more information below:

UK circulation	31,000
UK readership	108,000
UK frequency	Monthly (10 per year), full colour, glossy publication
Launched	UK edition: December 1997 German edition: June 2010 (bi-monthly) Mexican edition: June 2011 (monthly, 10 per year) Turkish edition: October 2013 (monthly, 10 per year) Portuguese edition: December 2016 (bi-monthly) Italian edition: November 2015 (8 x year) Greek edition: October 2018 (monthly, 12 per year)
Reader profile	Affluent lovers of food, wine and travel Predominantly professional individuals, AB adults 66% of readers
Age range	aged 26-54 26% aged 26-44 40% aged 44-54 34% aged 55+
Sex	55:45 female to male
Household income	95% earn more than £50k a year 27% earn £50k to £75k a year 39% earn £76k to £100k a year 34% earn more than £100k a year
Attitude	<i>Food and Travel</i> readers are innovative, trendsetting opinion-formers



FOOD AND DRINK

Eating out	On average twice a week, average food spend £30+ per head; 29% of all readers eat out more than six times a month
Cooking	67% of readers consider themselves to be an accomplished cook, and are interested in new products and recipe ideas
Food shopping	79% of readers buy organic produce and 68% use the web to shop for food and wine
Wine consumption	Average 0.63 bottles per day (14 times the UK average); 72% have a reasonable knowledge of wine and drink it most days
Spend per bottle	Average £8.74 from a retail outlet; 84% of readers spend more than £19.50 on a bottle of wine at a restaurant
Social cooking	<i>Food and Travel</i> readers regularly entertain at home; 67% cook for friends more than three times a month

TRAVEL

Holidays	Our readers take an average 2 to 3 overseas holidays every year, and 43% enjoy 3 or more; 60% take at least 2 short breaks within the UK every year
Booking	61% book through an independent tour operator 63% book independent/flight-only holidays 86% use the web frequently to research a holiday or to book their air travel
Main holiday	£3,482 average spend per head
Second holiday	£1,732 average spend per head
Short break	£820 average spend per head
Business travel	41% travel abroad on business regularly

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, cookery schools, delis and seasonal inspiration
- 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, the *Food and Travel* Reader Awards involves the best in the business. It's a chance for 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, tour operators, cruise companies, airlines and many more than with a grand gala dinner where the winners are recognised for their outstanding services. It's all in the hands of our readers.

AWARDS

- **PPA**

Winner of Publisher of the Year
Independent Publishing Company of the Year.

Publisher of the Year.

- **Travel industry awards:**

German Tourism Media Trophy. Award of Excellence from Communication Arts. Best Consumer Feature Awards from the Portuguese, Caribbean and Italian Tourist Boards and Visit USA Association. Also Best Travel Photography and Best Photographic Travel Feature from Italian Tourist Board and Visit USA Association respectively.

For further information on *Food and Travel* magazine, please contact the advertising and sales team on 020 7501 0511 or email ads@foodandtravel.com

Special Trade Subscription Offer:

Get a year's subscription for only £25 UK, £39 Europe or £59 RoW. To subscribe, visit foodandtravel.com/subscribe quoting code TRAD.