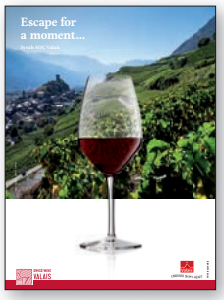
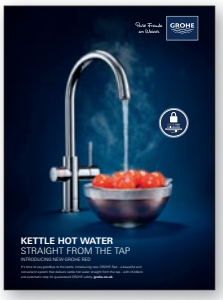
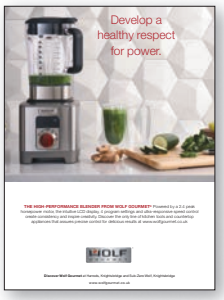
Food&Drink

In association with
National Geographic Traveller FOOD







Distributed with the London Evening Standard *Tuesday 10 July 2018*

Food & Drink is a full-colour, tabloid-sized newspaper, distributed with *The Evening Standard* and packed with the latest food and drink inspiration for London Food Month. Now more than ever, there's a great readership with a keen interest in new foods, recipes and culinary trends, and this guide will cover everything from alfresco dining to healthy ingredients.

With the global 'foodie' trend going from strength to strength, *Food & Drink* helps readers to stay abreast of the most recent developments, with inspiring content covering new food and drink ideas, exotic ingredients, as well as news of the latest healthy home-cooking and kitchenware.

The kitchen is at the heart of every house, and readers are always on the lookout for great new ways to improve the way they cook, preferably using the healthiest, freshest ingredients. *Food & Drink* will provide informative features on the latest health trends, as well as details on cooking classes, the best gadgets for your kitchen and the finest of wines and spirits. There will also be plenty of advice and top tips for those wishing to make their diets more healthy and to discover new ways to cook and dine.

Summer is the food and drink season, a time for dining with family and friends, so if you have a gadget or a restaurant you think would benefit the foody-savvy, this is the ideal place to advertise it.

Editorial features

CULINARY TRAVEL
The best culinary experiences in the UK & abroad — exciting places to eat and dishes to try

IN THE KITCHEN & A TASTE OF TECH
Kitchen style trends and a guide to the best gadgets for the most important room in your house

HEALTHY FOOD & DRINK
A run-down of new food trends and where to find them for the health-conscious

WINE & SPIRITS
Wine-tasting and cocktail-making experiences, plus the best wines, spirits and boozy desserts

ALFRESCO DINING
The best BBQs, pizza ovens and outdoor dining areas, plus garden furniture and cooking aids and devices

RATE CARD

Double page spread	£15,950
One full colour page	£9,950
Half page	£4,950
Quarter page	£2,950

15% premium for advertorial features
Premium position sponsorship is subject to availability

DISTRIBUTION

250,000 printed copies distributed with *The Evening Standard* 10 July 2018

250,000 electronic copies

Distributed within the London and Carlton regions

Unique audience

Median age 39

Youngest audience of all quality dailies median age (vs. 47 GB pop)
Source : NRS PADD Apr 16-Mar 17; AIR

Time-poor professionals who shop on their commute home

24% have bought groceries on their mobile

21% have made travel bookings on their mobile during their evening commute

£81.43 average monthly spend on clothes shopping via mobile, during evening commute

Source: ESI Evening Catch Research 2016

Experiences are the number one measure of success, ahead of work-life balance and health & wellbeing.

91% more likely to feel they're achieving in life.

Source : ESI Achievement Research 2016

Effectiveness

84% of those who read a cover-wrapped Standard recalled it afterwards

70% have acted upon advertising in the Evening Standard

23% have used a coupon or promo code

Source: Perspective Research, ESI Evening Catch Research 2016; regular readers, Benchmarketing free press ROI study

ROI boost

New sw orks examined five years of econometric data to reveal that inclusion of print new s brands in the media-mix, w ill: make TV tw ice as effective, online display four times as effective, radio betw een four and ten times more effective

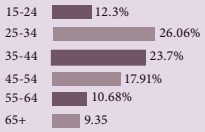
Inclusion of free print new s brands boosts campaign ROI x3.5

DEMOGRAPHICS

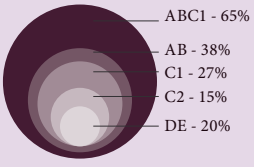
GENDER

(Source: NRS PADD Apr-Mar 2017)

AGE



SOCIAL GRADE



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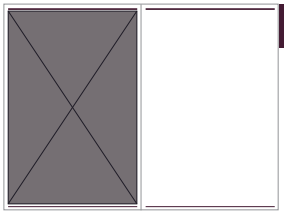
Distributed with London Evening Standard

Advertisement sizes



FULL PAGE

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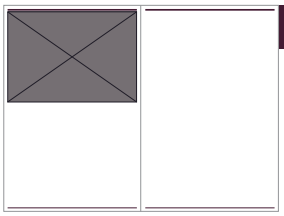
- Width 268mm



HALF PAGE

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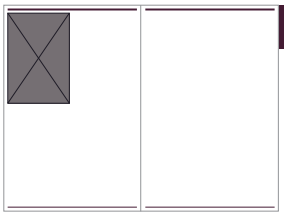
- Width 252mm



QUARTER PAGE

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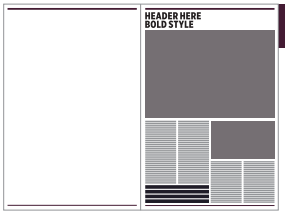
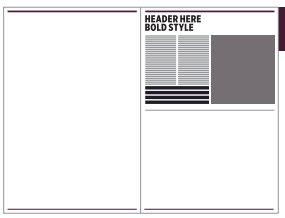
- Width 124mm

Advertorial feature requirements



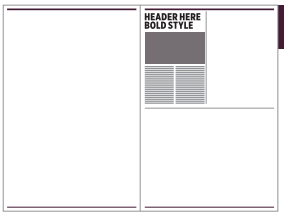
FULL PAGE

- Headline: 10-30 characters
- Main body copy: 480-530 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 2-5 high resolution images*



HALF PAGE

- Headline: 10-30 characters
- Main body copy: 160-350 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*



QUARTER PAGE

- Headline: 10-30 characters
- Main body copy: 120-150 words supplied in a word document
- Box copy: 10-30 words, which could include an offer flash, contact details and address
- Images: 1-2 high resolution images*

SUPPLYING FINAL ARTWORK

NAMING FILES

Artwork should be supplied with a colour proof and be clearly labelled using the correct naming convention. Publication name, month of insertion, year and name of advertiser. eg. ESFOOD0718_YOURCLIENTNAME.pdf

DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDF's sent via email. Standard: PDF/X-1a:2001 Compatability: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewspaper26v4
- All images are high resolution (at least 300dpi) & CMYK colour.
- Avoid RGB and spot colours.
- Ink density is no higher than 245%
- Single colour text is no smaller than 6pt and is not tinted or screened as they will not be legible.
- Coloured text or reversed out white text on coloured background is no smaller than 8pt bold
- Avoid using fine serif type faces, line weight must not be less than 1pt

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files do not utilise the colour profile and respect the ink density limit outlined above.

FILE TRANSFER

Files less than 8Mb can be emailed directly to production@aplmedia.co.uk. For larger files please call the Production Department on +44 (0) 20 7553 7372 for further information.

ADVERTORIAL SUBMISSIONS

DESIGN PROCESS

Once all material is submitted according to specifiction. APL Media Ltd will layout/design your advertorial within the house style of the publication. Layouts may vary depending on images and/or text supplied. APL Media Ltd rreserve the right to make changes to make grammatical changes and corrections to ensure it meets house style.

APPROVALS & AMENDMENTS

- APL Media Ltd will provide a PDF for client approval.
- The client will have the option of two sets of amendments before final approval.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments, will incur extra charge of £45 per round of changes / per hour. As such please ensure any amendments are clear and concise.
- Approval is required within 48 hours.

Where a client cannot provide the advertisement/advertorial material and requires the Publisher to create this content, this will incur a production charge of 25% of the value of the contract, unless otherwise agreed, or a minimum charge of £600†. The service provided is outlined in this Media Pack and online.

IMAGE SPECIFICATIONS

Please supply images as high resolution (300dpi) CMYK JPEGs. We can not use images from a client website as these are too low resolution for print.

*Image use subject to editorial discretion and may vary depending quality, size and layout. Full pages: 2-5 used; half pages and smaller, may use just one image.
† Excludes image(s) cost; image searches £40 per hour; and copy writing £40 per hour

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