

# Food & Drink

In association with  
**NATIONAL GEOGRAPHIC**  
**TRAVELLER**  
**FOOD**



Distributed with the **London Evening Standard** Monday 16 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. 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.

London's restaurant scene has long been the envy of the world, with just about every cuisine imaginable represented. There are now more than 70 establishments with Michelin stars in the capital, and new restaurants are opening all the time.

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 and eat. *Food & Drink* will provide informative features on the latest health trends, as well as where to find the best cooking classes and gadgets for your kitchen in and around London.

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 appeal to London's growing number of foodies, this is the ideal place to advertise it.

## Editorial features

### SUMMER TIPPLES

Wine-tasting and cocktail-making experiences, plus a round up of the nation's favourite summer refreshments

### THE NATION'S FAVOURITES

A round up of current food trends and perennial favourites, we chart Britain's favourite food, ingredients and eateries

### HEALTHY FOOD & DRINK

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

### 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

### RESTAURANT GUIDE

An overview of London's finest eateries — everything from the new kids on the block to old favourites

## 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

- 225,000 printed copies distributed with *The Evening Standard* 16 July 2018
- 250,000 electronic copies
- Distributed within the London and Carlton regions

## Unique audience



## Effectiveness



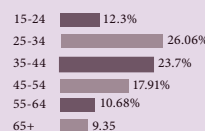
## DEMOGRAPHICS

### GENDER

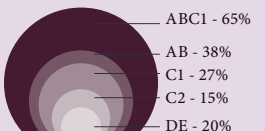


(Source: NRS PADD Apr-Mar 2017)

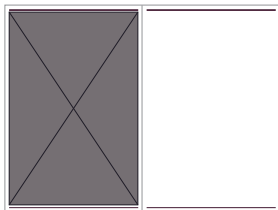
### AGE



### SOCIAL GRADE



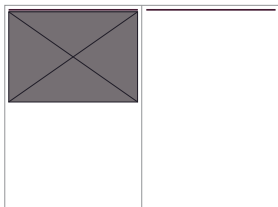
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

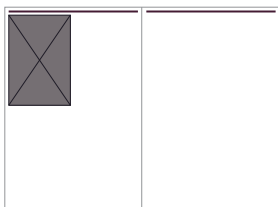
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- Width 268mm



### HALF PAGE

#### DIMENSIONS

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- Width 252mm

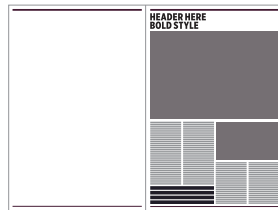


### QUARTER PAGE

#### DIMENSIONS

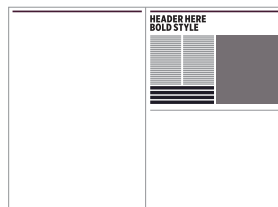
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- Width 124mm

## Advertorial feature requirements



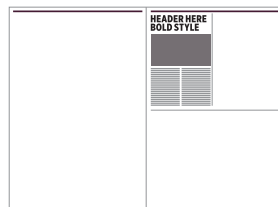
### FULL PAGE

- 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 Compatibility: Acrobat 4 (PDF1.3). Colour Profile / Output intent: ISOnewsaper26v4
- 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 specification. 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 reserves 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