

# Food & Drink

In association with

NATIONAL GEOGRAPHIC  
TRAVELLER  
FOOD



Distributed with **theguardian** on Saturday, 21st July 2018

*Food & Drink* is a full-colour, tabloid-sized newspaper, distributed with *The Guardian* and packed with the latest food and drink inspiration. Now more than ever, there is 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 rise of the 'foodie' trend, *Food & Drink* provides readers with inspiring content covering new food and drink ideas, exotic ingredients and beverages, as well as healthy home-cooking and kitchenware.

The kitchen is the pride and joy of the house, and readers are always looking for new ways to improve the way they cook, with the healthiest of ingredients. This guide will provide informative features on the latest health trends, cooking classes, the best gadgets for your kitchen and the finest of wines and spirits,

targeted especially for those wishing to improve their healthy-eating and discover new ways to cook and dine. Summer is the perfect season for this, so if you have a gadget or a restaurant you think would benefit the foody-savvy, this is the ideal place to advertise them.

It's also published on a Saturday — the perfect time at the start of the weekend when most of us relax with a newspaper, and try out a new recipe or perhaps head out to a new restaurant.

## 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

### 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	

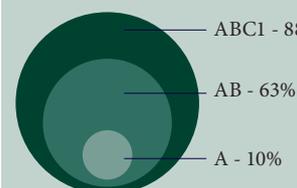
## DISTRIBUTION

- 262,000 printed copies distributed with *the Guardian* on 21st July 2018
- 250,000 electronic copies
- Distributed within London, the South East, the Home Counties, Norfolk, Suffolk and the Welsh Borders

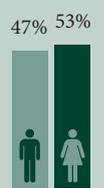


## DEMOGRAPHICS

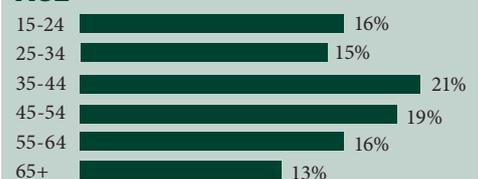
### SOCIAL GRADE



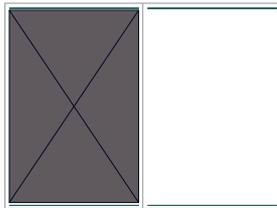
### GENDER



### AGE



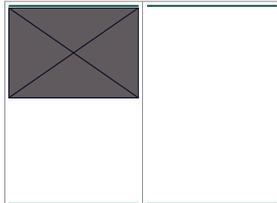
## Advertisement sizes



### FULL PAGE

#### DIMENSIONS

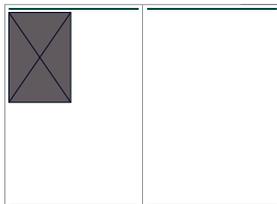
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- Width 265mm



### HALF PAGE

#### DIMENSIONS

- Height 157mm
- Width 265mm

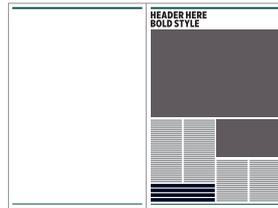


### QUARTER PAGE

#### DIMENSIONS

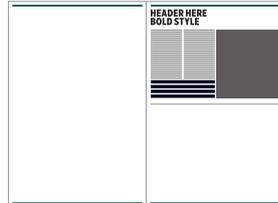
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- Width 131mm

## Advertorial feature requirements



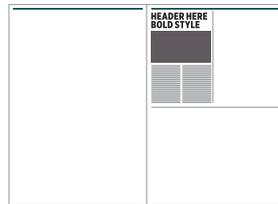
### FULL PAGE

- 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. GFD0718\_YOURCLIENTNAME.pdf

### DIGITAL FILE SPECIFICATIONS

- Our preferred method of delivery is Adobe Acrobat PDFs sent via email. Standard: PDF/X-1a:2001 Compatibility: 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 mustn't be less than 1pt

We can't guarantee the quality of the final print for files supplied outside of these specifications. Colours variations will occur if your files don't 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](mailto: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 grammatical changes and corrections to ensure the advertorial 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 the advertorial is finally approved.
- The final third PDF is for fact checking and approval/records only.
- Amendments over and above the two rounds of amendments will incur an 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 can't 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't use images from a client website as these are too low resolution for print.

\*Image use subject to editorial discretion and may vary depending on quality, size and layout. Full pages: 2-5 images; half pages and smaller may use just one image.

† Excludes image(s) cost; image searches £40 per hour; and copywriting £40 per hour