



NATIONAL
GEOGRAPHIC

TRAVELLER

FOOD

MEDIA PACK

2020

OUR ETHOS



As part of one of the world's most iconic brands, *National Geographic Traveller Food* has carved its niche as an award-winning food and travel magazine with a difference.

Each issue, we talk to producers, suppliers, farmers, chefs and restaurateurs, combining so-good-you-can-almost-taste-it photography with the brand's trademark storytelling.

The magazine focuses on where to go, what to see and how to travel the world through some of the best and most memorable food experiences.

From farm to fork, bush to teacup or bean to bar, our writers bring the gastronomic world to life, meeting extraordinary people along the way. Whether we're exploring the story and culture of a cuisine or highlighting the best places to dine, markets to explore and dishes to try, the time for food and travel is now.





STARTERS

What they're eating

A mini culinary city guide

Try it now

Trend-setting dishes

Make perfect

Quick tips and recipes

The drink

The story behind a top tippie

5 ways

Uses for exotic ingredients

Meet the maker

People behind the produce

My life in food

A big name's food favourites

Wine

The grapes and styles to try

Ask the experts

Tips, advice and recipes

MAINS

Breaking bread

Dining with a family abroad and learning the secrets to cooking authentic cuisine

Deconstruction

Unravelling the mystery of an iconic national dish, plus where to try it

Go now

Our main features – food-focused, with the destination in a strong supporting role

Cover story

Examining an exciting trend or hot topic, either as an in-depth report or international roundup

Photo story

A visual feast

THE REGULARS

City break

Exploring a major city through its dishes and restaurants

A taste of

A food-focused escape to a gastronomic region

On location

A UK foodie hotspot

Books

Reviews of the latest food and travel releases, plus an interview with an author

Reviews

New openings and experiences

The Instagrammer

Who we're following





| REACH

Original content on the website, plus most print content reproduced online

THE STATS

1.2M

unique users annually

2.5M

annual page views

SOCIAL MEDIA



139k



44.1K



4K



17K

STYLE

Beautiful destination and food imagery, practical advice sections and recipes; A4 size

FREQUENCY

Four issues a year:

- March – on sale early February
- June – on sale early May
- September – on sale early August
- December – on sale early November

More than
65% ABC1

70/30
female/male split

35+
target age

£80,000+
average household income

PAGINATION

Minimum 128 + 4 covers

DISTRIBUTION

- Target circulation: 65k copies / 173k readers
- Subscription marketing
- Newsstand sales: circulated through leading retailers (WHSmith, Menzies) and supermarkets (M&S, Sainsbury's, Waitrose)
- RRP: £4.60, with subscription offers available





I RATE CARD

SIZE	COST
Double-page spread	£13,750
Full page	£7,500
Inside front-cover DPS	£18,975
Outside back cover	£13,125
Inside back cover	£10,550
Opposite contents	£9,950
Early right-hand page	£9,475
Run of paper	£7,250
Gate fold	POA

**ADVERTORIAL/
PROMOTIONAL FEATURE**
+25% on usual page rate

COMPETITION
(in print and via e-newsletter) £4,000**

CLASSIFIEDS	COST
Half page	£4,550
Quarter page	£2,250

*Subject to editorial approval // **Competitions must include a complete package: flights (including taxes), transfers, accommodation and activities on a B&B basis (minimum). There cannot be exclusion dates on half-terms and summer holidays for family prizes.





I ADVERTISEMENT SIZES

WHAT ELSE CAN WE DO?

- Inserts: loose single-page inserts from £46 per 1000
- Bound inserts and other formats on application
- Display advertising
- Travel directory: classified
- Advertisement features in a range of formats.
- Barn doors and gate folds
- Backing boards and show cards
- Tailored supplements and brochures
- For online campaigns, contact us

TERMS OF SERVICE

- If APL Media Ltd is required to amend or resize supplied artwork, a £45 charge will be incurred per round of changes per hour.
- Own-brand house-style advertorials must have 'Partner Content' on the eyebrow.
- Advertiser-supplied advertorials will state 'Advertisement Feature' on the eyebrow.
- All adverts/promotional features/advertisement features are subject to editorial approval.
- APL Media reserves the right to make grammatical changes and corrections in order to meet the house style.

*APL Media Ltd will provide two sets of PDFs (design and changes) for client approval. The final, third set of PDFs is for fact-checking and approval/records only. Approval is required within 48 hours. If further changes are required, this will incur a £45 charge per round of amendments per hour.

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

**Competitions must include a complete package: flights (including taxes), transfers, accommodation and activities on a B&B basis (minimum). There cannot be exclusion dates on half terms and summer holidays for family prizes.

MAIN MAGAZINE SIZES

Double-page spread
Full page
Half page
Quarter page

BLEED (5MM)

307mm x 430mm
307mm x 220mm
N/A
N/A

TRIM

297mm x 420mm
297mm x 210mm
130mm x 177mm
130mm x 84mm

TYPE AREA

10mm inside of trim
10mm inside of trim
5mm inside of trim
5mm inside of trim

SUPPLEMENT SIZES

Double-page spread
Full page

285mm x 390mm
285mm x 200mm

275mm x 380mm
275mm x 190mm

10mm inside of trim
10mm inside of trim

All sizes height x width. Allow 10mm gutter (for text running across the spine)

PDF SPECIFICATIONS

Our preferred method of delivery is Adobe Acrobat PDFs. Standard: PDF/X-1a:2001. Compatibility: Acrobat 4 (PDF1.3). Colour profile / output intent: ISO Coated v2 300% (ECI).

We cannot guarantee the quality of the final print for files supplied outside of these specifications. Colour variations will occur if your files do not use the colour profile and respect guidelines outlined above. Artwork not meeting the technical specifications will fail our preflight and be returned to you for resupply.

All ads should be supplied with a colour proof and according to the naming convention provided: Publication Name, Month of advertisement, Year of Advertisement, Advertiser's Name. Example: *NGTmmyy_advertisersname.pdf*

ARTWORK DESIGN

APL Media is able to offer an artwork design service for advertisers who are unable to produce artwork. Advertisers are expected to provide elements to specification at least five weeks prior to the on-sale date. Costs vary depending on artwork requirements.

Advert* – client supplies all material.

£300 minimum

Partner content* – client supplies all material.

£450 minimum

Advert* OR partner content* – APL sourced material

£800 minimum[†]

Additional amendments / artwork resizing*

£45 per round of amendments per hour.

For further information on artwork design and costs, email production@natgeotraveller.co.uk or call the Production department: +44 (0) 20 7553 7372.



TRAVELLER

FOOD

CONTACTS

SALES

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National Geographic Traveller (UK)

nationalgeographic.co.uk/travel

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