



NATIONAL
GEOGRAPHIC

TRAVELLER

FOOD

UK MEDIA PACK

2024



I OUR ETHOS

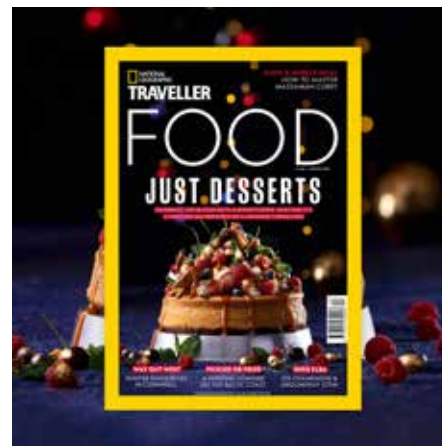


As part of one of the world's most iconic brands, *Food by National Geographic Traveller (UK)* has carved its niche as an award-winning food and travel magazine with a difference.

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 or dishes to try, the time for food and travel is now.





STARTERS

What they're eating

A mini culinary city guide

Try it now

Trendsetting 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

Deconstruct

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

Recipe journal

Five dishes to try, all linked together by a single theme

Books

Reviewing the latest releases, plus interviews with authors

Reviews

Restaurants and experiences





| REACH

Original content on nationalgeographic.com, plus most print content reproduced online

THE STATS

2,064,000

Unique UK visitors a month

SOCIAL MEDIA

f X NATGEOTRAVELUK



244K



56K



92K

STYLE

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

FREQUENCY

Four issues a year:

- Spring – on sale early March
- Summer – on sale early June
- Autumn – on sale early September
- Winter – on sale early December

More than
88% ABC1

42/58
female/male split

35+
target age

£100,000+
average household income

PAGINATION

Minimum 132 + 4 covers

DISTRIBUTION

- Circulation: 58k copies / 173k readers
- Subscription marketing
- Newsstand sales: circulated through leading retailers (WHSmith) and supermarkets (inc M&S & Waitrose)
- RRP: £5.10, 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

BRANDED CONTENT
+25% on usual page rate

COMPETITION

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

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 'Paid 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 cost £40 per hour, and copywriting costs £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 above nor respect the 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

Branded content* – client supplies all material.

£450 minimum

Advert* OR Branded content* – AP- 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.



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CONTACTS

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National Geographic Traveller (UK)

nationalgeographic.com/travel

f X i NATGEOTRAVELUK

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