

'SUPERB - THE MIDLANDS' BEST FOOD GUIDE'
- DAN LEAPARD, GUARDIAN FOOD WRITER



REACH MORE THAN **10,000** ABI FOOD LOVERS IN THE HEART OF ENGLAND

ABOUT THE MAGAZINE...

Great Food is a bi-monthly magazine focused on local food and drink in the Heart of England

Published in Melton Mowbray, the UK's Rural Capital of Food, Great Food magazine celebrates the Heart of England's best produce, tells the stories of the people who bring it to your plates and glasses, and offers seasonal, locally focused recipes.

Within its pages you'll also find local pub and restaurant reviews, local food news and much more, all laid out beautifully, often using illustrations by local artists.

Great Food has the editorial and design standards of a national publication but with a 100% local focus.

We promise Great Food will be...

- 1) Useful - packed with information
- 2) Focused - on local food and drink
- 3) Beautiful - a publication readers want to keep

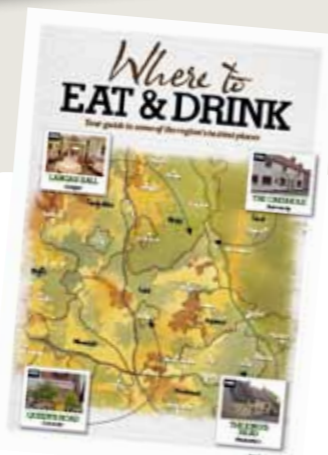
Where To Eat section

Great Food's Where To Eat section is **the** place for food-lovers to find out about local restaurants, pubs, delis and farm shops in the Heart of England.

As well as reviews and profiles of eateries and food shops, the section contains three definitive food maps of the region, updated each issue: a restaurant map; farm shop and butchers map; and deli map.

Home & Kitchen section

The Home & Kitchen section is all about the lifestyle associated with eating great local food. It contains features on readers' kitchens, articles on products and cookware, grow-your-own tips and how-to articles.



'An excellent magazine' - Sheila Dillon, BBC Radio 4

ADVERTISE

ADVERTISING RATECARD

Full page: £780
Half page: £430
Quarter page: £250
Eighth page: £140

Great series discounts are available

Distribution information

The same amount of energy, thought and expertise go into the distribution of Great Food as go into its editorial content, design and exceptional advertiser service.

Here's an overview...

10,000 copies are printed and distributed each issue.

2,000 copies are on sale for £3.20 at a variety of food and drink outlets throughout the Heart of England, including Waitrose, WHSmith, farm shops, delis and newsagents. Farm shops include Farndon Fields in Market Harborough; Croot's in Duffield, Derbyshire; Welbeck near Worksop, Notts; and Malt Kiln in Warwickshire. We add new stockists every issue.

Great Food has a fast-growing subscriber list, which now stands at 300 (the magazine was launched in July 2010). Each pays £17.50 to have every issue delivered.

7,500 copies are posted as sample copies to carefully chosen AB1 addresses throughout the region on a rotating basis.

500 copies are distributed as house copies to carefully chosen hotels, pubs and restaurants. Examples include the Olive Branch in Clipsham and Hambleton Hall, Rutland.

When you advertise in Great Food your message is spread far and wide, but goes to all the right places.



For all advertising, sponsorship and advertorials please contact **Julie Cousins** or **Becky Kane** on **01780 754900**
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Testimonials

'An exceptional publication'
Aatin Anadkat, MD, Hotel Maiyango

'I love Great Food magazine - walks, restaurant guides... if you live in the region you should take a look'
Jonathan Agnew, Test Match Special commentator and local resident

'A very worthwhile magazine to celebrate our region's improved gastronomic offering'
Tim Hart, MD, Hambleton Hall

'Great Food is fantastic and occupies unique ground - it sits on both my coffee table at home and on my desk at work'
Stephen Gould, MD, Everards

