

appetite.

TICKLE YOUR TASTEBUDS...

The North East's leading and best-read food and drink magazine, in print and online.

12,000 copies of the magazine are distributed free to more than 400 selected cafés, delis, farm shops, restaurants and Tourist Information Centres, which means appetite goes direct into the hands of foodies nationwide.

Our magazine distribution area stretches from the Scottish borders to Teesside and everything in between.

Our focus is on cooks, cafés, restaurants and food producers across the region. Upmarket, middle market or down-to-earth, if it tastes good, it's in appetite.

Appetite is published 6 times a year along with a regular emailer which goes to our subscribers. Every edition is also available online, and our website is known as one of the best-populated in the food world.



Required reading for every foodie

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A magazine by **offstone** publishing

6
ISSUES
PER YEAR

READERSHIP
259,000

AVAILABLE
AT
400
OUTLETS

5,247
TOTAL
FOLLOWERS

72,000
COPIES
PER YEAR

appetite.

TICKLE YOUR TASTEBUDS...



MEDIA INFO

MEDIA TECHNICAL INFORMATION

This publication, trimmed and folded is 280x210 (portrait) size. Cover printed on 170gsm silk stock with gloss UV and inner pages on 80gsm silk.

If supplying advertisements please ensure that they are created to the correct size with NO CROP OR REGISTRATION MARKS. All artwork needs to be produced to 300dpi minimum CMYK (4 colour process). Bitmap images (1 col scans) needs to be at 2400dpi.

Please supply all adverts as Hi-resolution PDF files. No other formats will be accepted.

IN HOUSE SETTING

We offer a free in house setting service. If you wish to have you advert produced by us we can set and send you a proof for your approval at no extra charge. Text can be supplied as MS Word and Text Only files. Images can be sent via email and need to be high resolution and be a minimum of 300dpi at 100% of the reproduction size. Alternatively, images can be supplied as hard copies so we can scan internally.

offstoneTM
PUBLISHING

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ADVERTISING RATES

Full Page	£680
1/2 page	£390
1/3 page	£280
1/4 page	£230
1/6 page	£155

Premium positions available on request and subject to availability. Bleed is available on full page and double page positions.

SERIES DISCOUNTS

(only valid if run consecutively)

3 issues	10%
6 issues	15%

SPONSORSHIP

Sponsorship details on request, we also have a selection of 'partners packages' available.

Full Page
height: 260mm
width: 190mm
with 3mm bleed
height: 286mm
width: 216mm

1/4 Page Portrait
height: 128mm
width: 93.5mm

1/6 Page Landscape
height: 85mm
width: 93.5mm

1/3 Page Landscape
height: 85mm, width: 190mm

PRODUCTION SCHEDULE

ISSUE	BOOKING DEADLINE
48 JANUARY	19TH JANUARY 2018
49 MARCH	23RD FEBRUARY 2018
50 MAY	27TH APRIL 2018
51 JULY	22ND JUNE 2018
52 SEPTEMBER	24TH AUGUST 2018
53 NOVEMBER	19TH OCTOBER 2018

**subject to change*

1/2 Page Portrait height: 260mm width: 93.5mm	1/3 Page Portrait height: 260mm width: 61mm
	1/2 Page landscape height: 128mm width: 190mm