

# TasteItalia

*for lovers of Italian food and drink*



MEDIA PACK

# Editorial

*Taste Italia* will be a true celebration of Italian food and drink – of the country’s rich and diverse culinary heritage, and of the people that bring its gastronomic traditions to life. Every issue will be packed with the best seasonal, authentic and inspirational recipes – at least 40 in each – but the magazine will be far more than just another recipe title...



We’ll be interviewing well known Italian cooks and chefs; we’ll be reviewing at least 20 restaurants every issue (in Italy, the UK and beyond); there will be extensive wine and drink coverage; we will visit influential producers of olive oil, cheeses, hams, wines and the like; we’ll be presenting a gastronomic guide to an Italian city or region every issue; we’ll have produce and product news, supplier listings, opinion columns and much more! We will cater for every lover of Italian food and drink in a beautifully designed, accessibly written and lavishly produced magazine.

*Taste Italia* will be edited by industry veteran Paul Pettengale, who will bring his extensive magazine knowledge and craft

to bear on a subject that he’s absolutely passionate about. Paul currently edits *Italia!* magazine – the best-selling Italian property, holidays and cultural title – and, in his own words, he ‘lives to eat Italian food’. He will be utilising the respected talents of only the best food and wine writers, and using recipes created by well-known, published cooks and chefs. Readers will regularly encounter the likes of Aldo Zilli, Antonio Carluccio and Ursula Ferrigno within the magazine’s pages – they will be offered only the best advice, the best recipes and the best restaurant reviews. Each and every issue will take the reader on a culinary journey across Italy – a journey that they will want to take again and again.



# Launch Plan

Focussed marketing to deliver maximum awareness among core market together with the widest availability at retail.

The launch campaign will exploit Anthem Publishing's unique relationship with readers who love Italy, its depth of connections with relevant organisations and communities, and a powerful retail presence in high street, supermarket and specialist outlets.

- ❖ Confirmed retail distribution through 95% WH Smith High Street stores, 100% Waitrose stores, over 50% of all Sainsbury outlets.
- ❖ £50,000 of newstrade promotions to ensure high visibility and sales in launch phase.
- ❖ Unique distribution channel through Italian delicatessens.
- ❖ Extensive editorial coverage in Anthem's *Italia!* and *Calcio Italia* magazines.
- ❖ £30,000 worth of advertising plus 70,000 inserts in specialist Italian and travel magazines.
- ❖ Exhibiting at both Viva Italia (Sept 06) and Dolce Vita (March 07) shows, giving face-to-face exposure to 23,000 lovers of Italian foods and wine.
- ❖ Online marketing via a dedicated website at [www.tasteitaliamag.com](http://www.tasteitaliamag.com) and extensive links, advertising and email in association with [www.italia-magazine.com](http://www.italia-magazine.com)
- ❖ 20,000 person direct mail campaign to known consumers of Italian produce plus PR campaign to national and regional press.



# The Italian Food and Wine Market

The love of Italian food and wine in the UK is there for all to see; from Jamie Oliver's Great Italian Escape to the proliferation of Caffè Nero, from the omnipresent Italian deli to supermarket shelves groaning with specialist ingredients, Italian food and wine are a part of our daily lives. This is reflected in TV programmes, cookery books, and the successful launches of the Viva Italia and Dolce Vita shows at London Olympia – but not yet in a dedicated magazine. Outside the UK there are specialist Italian cookery magazines – in the USA, Holland and the Czech Republic – whilst the UK's food magazines have dabbled with special Italian-themed issues and supplements. *Taste Italia* will satisfy the demand of the consumer and provide advertisers with a unique, targeted means of reaching them.

## THE MARKET

- ❖ 4,700 Italian restaurants in the UK, up 23% in the last 10 years\*
- ❖ Italy is the world's number two wine exporter by value, vying with France for top spot by volume
- ❖ Italian wine sales are worth £218m in the UK
- ❖ Virgin olive oil imports to the UK rose 335% by volume between 2002 and 2004 to 5.2m litres
- ❖ Italian coffee imports soared 89% to £14.5m from 2002 to 2004
- ❖ Pasta imports from Italy to the UK are worth £56.7m p.a.
- ❖ Imports of Parma/Grana cheese rose 86% by volume between 2002 and 2004

Source All Italian Trade Commission  
except \*[www.menu2menu.com](http://www.menu2menu.com)



# The company

## The Company

Anthem Publishing boasts a wealth of experience and a unique relationship with the Italian market. It is an independent publishing house that has grown substantially and sustainably since its launch in 2003.

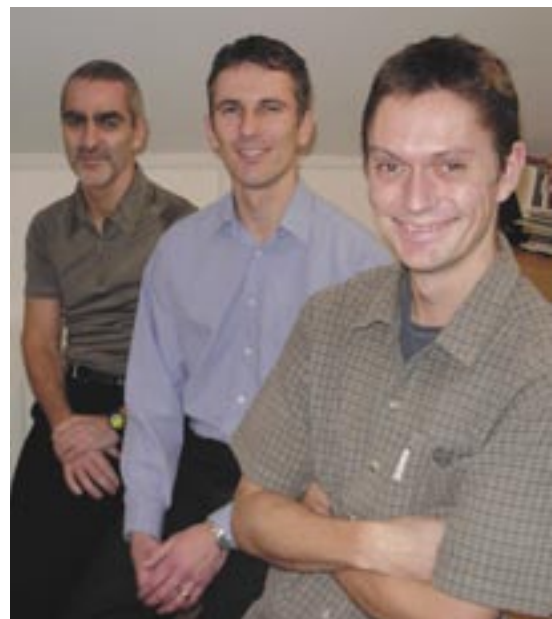
Beginning life with the specialist *Music Tech Magazine*, Anthem affected a step-change in 2004 with the launch of the homes and holidays title, *Italia!*, and the acquisition of football title *Calcio Italia*. Further growth has arrived in 2006 with the launch of the *Sporting Legends* series produced for WH Smith and the arrival of *Taste Italia*.

The company is owned and operated by three directors with over 40 years' of magazine experience, spanning editorial, advertising and circulation. In three years of running Anthem they have fine-tuned their combination of big company professionalism and aspirations with the level of relationship and service values you can only achieve in a smaller company. Each of the company's titles has delivered proof of Anthem's ability

to create beautifully crafted magazines, with high production values, great content and subsequent high delivery for advertisers.

Anthem intends to bring its collaborative approach to *Taste Italia* and promises to develop long-term partnerships with advertisers, incorporating everything from editorial and competitions, to advertorial, advertising and sponsored supplements. Relationships are maintained through regular contact, six-monthly activity plans and check-backs against prior commitments.

*Taste Italia* will be launched by Editorial Director Paul Pettengale and Art Director Jenny Cook, responsible for launching *Italia!* between them. The senior launch team is backed by Publishing Director, Jon Bickley, and Advertising Director, Simon Lewis.



# Advertising

*"Meaningful partnerships with our advertising clients to get the very best out of our audience".*

**Taste Italia's editorial distinctiveness and the scale of its launch marketing campaign are sure to deliver a unique, discerning, passionate and dedicated readership who are regular consumers of Italian food and drink. We will provide you with the very best advertising service in order to help you influence the buying patterns of that audience.**

At Anthem we firmly believe that one of the most important elements in creating an effective advertising campaign is a detailed understanding of the marketplace and the target consumer. To that end we commit to run four major pieces of primary research in this market over the next 12 months (as we have with our sister title, *Italia!* magazine, during the past year.)

We are pleased to commit to delivering two major Readership Surveys as well as two Advertising Effectiveness Surveys to ensure that we provide you with commercially valuable data to help you get the best return on investment from your spend with us. From the Readership Surveys we will ensure that you know who our readers are, what they are currently buying, and, importantly, what they intend to purchase, how often they will make their purchases, where they intend to buy from and how much they intend to spend.

From our Advertising Effectiveness Surveys we will be able to measure the "recall seeing" and "recall reading"

performance of all advertisements appearing in the relevant issues, to demonstrate how well our audience responds to individual advertisements.

This commitment to researching our readership has helped in crafting deeply entrenched relationships with advertisers who value both the unsurpassed market knowledge we can provide, along with proven delivery from advertising and communicating with our readers.

We will be happy to discuss an activity plan with you to set out a range of co-ordinated advertising, editorial, advertorial, promotional and web-based opportunities to help make your spend with us as effective as possible.

To discuss your commercial objectives and how we might help you achieve them please call Advertising Director Simon Lewis on 01225 489984 or email him at [simon.lewis@anthem-publishing.com](mailto:simon.lewis@anthem-publishing.com)





## **TASTE ITALIA ADVERTISING RATES**

	<b>1 issue</b>	<b>3 issues</b>	<b>6 issues</b>
Single page	<b>£2,500</b>	<b>£2,250</b>	<b>£2,050</b>
Double page	<b>£4,800</b>	<b>£4,300</b>	<b>£3,900</b>
Half page	<b>£1,300</b>	<b>£1,200</b>	<b>£1,100</b>
Quarter page	<b>£700</b>	<b>£650</b>	<b>£600</b>

### **SPECIAL POSITIONS**

Outside back cover	<b>£3,250</b>	<b>£2,950</b>	<b>£2,750</b>
Inside front cover	<b>£3,250</b>	<b>£2,950</b>	<b>£2,750</b>
Inside back cover	<b>£2,950</b>	<b>£2,650</b>	<b>£2,450</b>

### **OTHER**

Inserts	<b>£40 per 1,000</b>
Guaranteed RHP	<b>10%</b>

### **ADVERTORIAL OPPORTUNITIES**

	<b>Page rate</b>	<b>Production cost</b>
Single page	<b>£4,000</b>	<b>£1,500</b>
Double page	<b>£7,500</b>	<b>£3,000</b>

## **TASTE ITALIA DEADLINES**

<b>Issue Name</b>	<b>AD DEADLINE</b>	<b>On sale</b>
Dec 06/Jan 07	<b>❖ 27-Oct-06</b>	16-Nov-06
Feb/Mar 07	<b>❖ 18-Dec-06</b>	18-Jan-07
Apr/May 07	<b>❖ 23-Feb-07</b>	15-Mar-07
Jun/Jul 07	<b>❖ 27-Apr-07</b>	17-May-07
Aug/Sep 07	<b>❖ 29-Jun-07</b>	19-Jul-07
Oct/Nov 07	<b>❖ 31-Aug-07</b>	20-Sep-07
Dec 07/Jan 08	<b>❖ 26-Oct-07</b>	15-Nov-07

**ADVERTISING RATES**

# www.tasteitaliamag.com

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