

WAITROSE
FOOD
ILLUSTRATED



The world's most beautiful food magazine

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Waitrose Food Illustrated is the award-winning magazine for people who love good food, drink and travel. It provides a monthly feast of seasonal and regional produce, inspiring recipes, international food stories, restaurant reviews and thought-provoking columns by highly acclaimed writers. Combining stunning photography and excellent design, *WFI* has been described as “creatively brilliant, spot on for the brand and a gastronomic delight”*. Free to Waitrose and John Lewis account card customers, including holders of the *partnership card*, it boasts a high-spending audience of discerning foodies. *PPA Awards’ judges

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CIRCULATION:
315,861

READERSHIP:
1,425,000

AB readers 54.7%

ABC1 readers 83.90%

70.30% women

29.70% men

NRSQ307, ABC Jan - Jun 07

TGI 2007 Q4

Effectiveness

Sales uplifts attributed directly to
Waitrose Food Illustrated:

- £127,826 extra sales of parsnips, November 2006
- 1000% increase in sales of Duchy Originals organic box, December 2006
- £46,092 increase in sales of Clos de los Siete 2005 Mendoza, December 2006
- £50,519 increase in sales of wild Alaskan salmon, June 2007

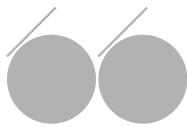
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Further results

Coupons: 3,000 - 11,500 redemptions

Competition entries: up to 20,000

Figures per month



Attitudes

*I am prepared to pay more for good quality wine 228**

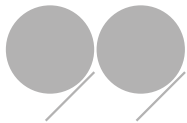
*I prefer to take holidays off the beaten track 172**

*I buy Fair Trade products when available 225**

*I buy free range products whenever I can 210**

*I pay attention to where my purchases are made/grown 238**

*I tend to go for premium rather than standard goods/services 184**



TGI 2007 Q3

**Highest index against BBC Good Food,
Sainsbury's, Delicious and Good Housekeeping.*

Distribution

Waitrose shops (184)

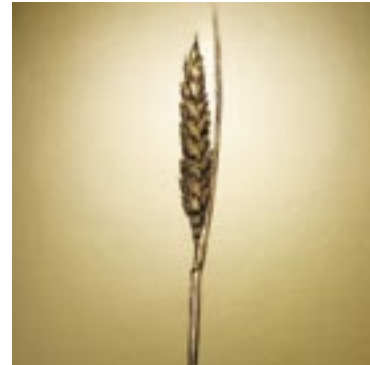
Newsstands (UK & overseas)

Subscription (UK & overseas)

Monthly £2.50 cover price



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Awards

2006

- Customer Magazine of the Year
PPA Awards
- Most Effective Consumer Publication (Retail)
APA Awards

2005

- Most Effective Consumer Publication (Retail)
APA Awards
- Journalist of the Year
Kevin Gould
APA Awards

- Editor of the Year
William Sitwell
BSME Awards

2004

- Editor of the Year
William Sitwell
APA Awards





2008 RATE CARD

Display

Covers £16,500

FH, FM £15,000

ROP £12,500

Advertorials

35% premium on display rate
plus production charges
(£2,500 fpc, £3,500 dps).

Bookings accepted ten weeks prior
to publication date.

Classified

£95 per SCC

20% discount if booked
in for 3 issues or more

Inserts

Loose (per single A5 sheet) £45/000

Bound in, £70/000

Series, volume and business incentives
available on application

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On sale dates 2008



	COPY	ON SALE
JANUARY	19 November	27 December
FEBRUARY	18 December	31 January
MARCH	23 January	28 February
APRIL	15 February	27 March
MAY	14 March	24 April
JUNE	18 April	29 May
JULY	16 May	26 June
AUGUST	20 June	31 July
SEPTEMBER	18 July	28 August
OCTOBER	15 August	25 September
NOVEMBER	19 September	30 October
DECEMBER	17 October	27 November

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Deadlines

	INSERT DELIVERY DATES	ADVERTORIAL DEADLINES
JANUARY	27 November	12 October
FEBRUARY	4 January	9 November
MARCH	1 February	7 December
APRIL	29 February	11 January
MAY	28 March	8 February
JUNE	2 May	14 March
JULY	30 May	11 April
AUGUST	4 July	16 May
SEPTEMBER	1 August	13 June
OCTOBER	29 August	11 July
NOVEMBER	3 October	15 August
DECEMBER	31 October	12 September



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