



MEDIA PACK 2020

What we do

Gourmet Escapes provides extensive editorial coverage on luxury venues across the UK, Europe and beyond, in more than 35 countries. With a focus on luxury destination hotels and gourmet retreats that offer culinary and design expertise, alongside venues that still offer a certain level of comfort with character.

We pride ourselves on doing more than just showcasing some of the Worlds' most discerning location hotels and restaurants and what they offer, we also do our utmost to engage and partner with priority services that cater to the luxury hospitality sector.

We support this through partner links, seo keyword sponsored advertorial, and above and below - the - line advertising.

Our Privilege Club caters to the discerning diner and traveller; providing added value, preferential treatment and priority access to exclusive places at appealing rates. Our bronze, silver and gold memberships give members the opportunity to benefit and receive more from dining out and travelling; and rewards them with extras such as token gifts to take away.



EDITORIAL COVERAGE

Offering b2b and b2c coverage, our aims reach beyond providing review and feature coverage on establishments that have achieved recognised ratings or awards such as Michelin, Bib Gourmand, Gault Millau, AA Rosette and Zagat.

These extend to providing up - to - date listings information across hotels, restaurants, luxury spas, bars/private members clubs and speciality suppliers in over 35 countries Worldwide.

For high – end chefs, hotel and restaurant owners; our industry news provides up to date, non - opinionated commentary on trends and movements in gastronomy and new openings – with social media feeds cutting to the chase of what’s next on the agenda.

TARGET READERSHIP

The typical visitor to the site is AB1 who dines out at least 3 times a week, holidays in discerning destinations; whilst at the same time cares to exercise an interest in epicurean experiences.



TARGET READERSHIP

This includes specialist cookery master classes, VIP events and wine tastings, and aspires to participate at the most wanted tables at private events and some of the World's most luxurious design and destination led hotels.

He/she strives for a certain standard attached to the pursuit of lifestyle interests, and travel is either an integral part of their business or a passion indulged in by independent travellers. There is also an affinity attached to prestige brands, such as Michelin, boutique and design led competitors; and Relais and Chateaux that command a longstanding tradition of exclusivity.

Typically aged between 35 and 60, our target audience are people that expect a certain level of quality when they holiday, or for their business. They are more likely to be single travellers or couples, instead of families. There is also likely to be a cross-over of a younger demographic that are attracted by the privilege club and member offers to benefit from luxury for less.



ADVERTISING & TECHNICAL SPECIFICATIONS

RATES	£
Homepage skyscraper	1,000
Skyscraper section page	750
Leaderboard banner	350
Homepage banner	450
E- Newsletter 5,000 sent out twice monthly.	200 per mail out and minimum
Member Offers	100



Section Pages

Homepage

Click throughs to content sections

Reviews

The Scoop

Industry news covering movements, trends and new openings

Speciality Ingredients

Food, Drink and Beauty

Events

Bronze, Silver and Gold Offers for Privilege Club Members



Technical Specifications

Dimensions for Adverts (width x height)

Leaderboard 728 x 90 animated and still

Banner 120 x 240

Skyscraper 120 x 600

Half banner ads 234 x 60

Prices for the leaderboard, skyscraper and banner ads are on a monthly basis. Rates are negotiable for those wanting to benefit from exposure over 3, 6 or 12 months.

Adverts can be supplied in GIF, JPG, PNG or SWF format according to the dimensions given above. File sizes should not exceed 40KB. In the case of flash files (SWF), 40KB is the initial download size.

Animated banners should not run for longer than 10 seconds.