

A row of wine bottles with red foil caps, angled from the bottom left towards the top right. The bottles are dark, and the caps are a vibrant red, creating a strong contrast against the black background. The lighting highlights the texture of the foil and the cylindrical shape of the caps.

# The Good *Gourmet*

EXCLUSIVE GOURMET EXPERIENCES

MEDIA KIT 2021



# EDITORIAL MISSION

The Good Gourmet is an international magazine for the food, art, and culture lover.

Our mission is to surprise our readers with a carefully selected collection of fine food and niche wines from around the world, exquisite restaurants, and gourmet recipes.

We publish original, in depth essays and articles on subjects connected to food, food culture, and the whole “art de vivre”, that will change the way you see food and the whole eating and food sharing experience.

And, perhaps more importantly, we hope to publish articles that make great dinner stories to tell your friends.

# BRAND REACH

The Good Gourmet has an international audience of affluent connoisseurs who enjoy travelling to new places and discovering what each place has to offer in terms of food, wine, and dining out. With its digital and print monthly audience, our brand reach results in a projected total brand readership of 34,000 affluent adults

## THE GOOD GOURMET AUDIENCE

Average Age*	<b>37</b>
Male/Female*	<b>55/45</b>
Average Annual Income*	<b>90,000 €</b>
Readers per copy*	<b>7</b>
Total brand audience	<b>34,000</b>
Average website visits	<b>5,000</b>
Newsletter subscribers	<b>11,800</b>

**Source:** Google Analytics, Social Media and newsletter analytics. For print the numbers are estimates based on the number of copy per issue.



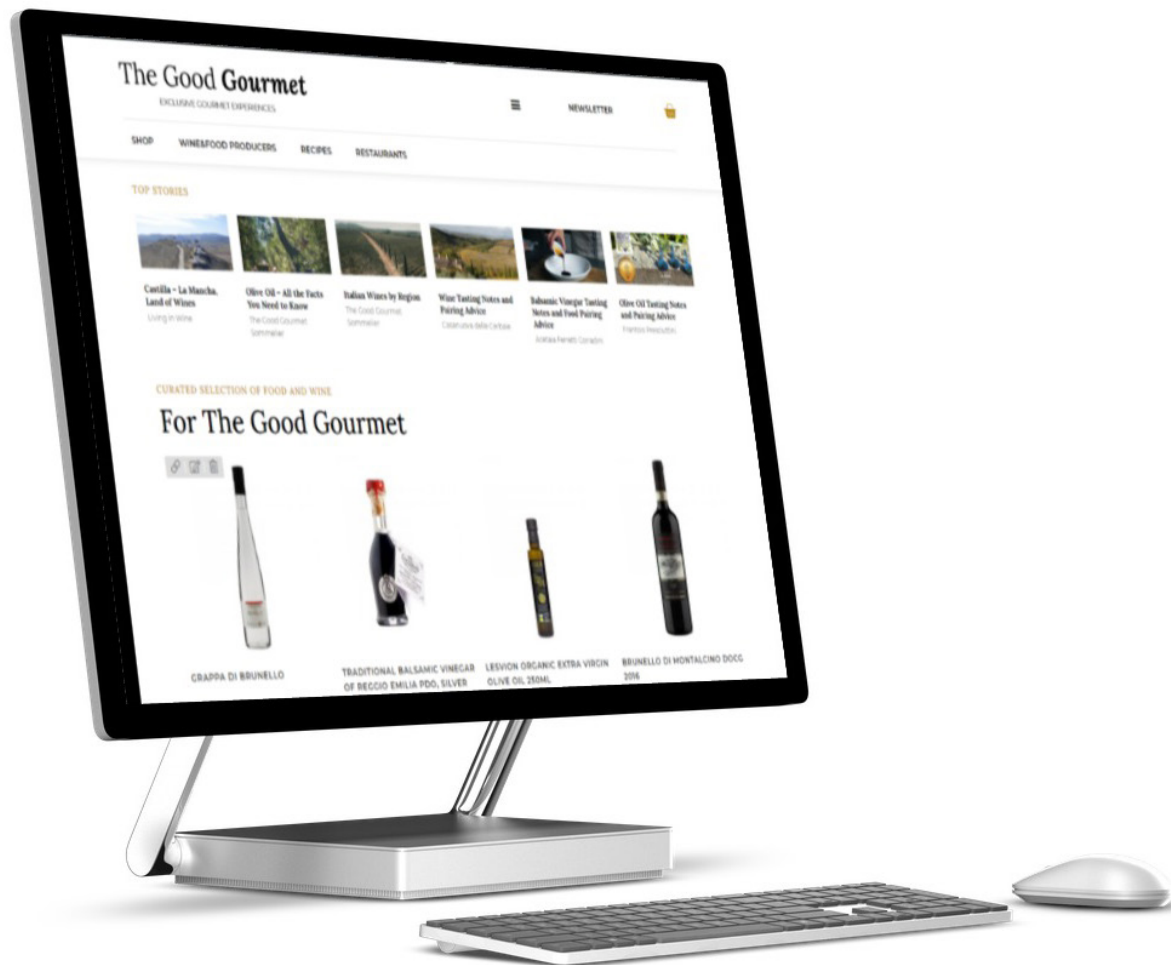
# MULTIMEDIA SOLUTIONS



## PRINT

The Good Gourmet magazine is distributed bi-annually on the lounges of several country clubs, golf clubs, and high-end car dealerships around Europe. The second distribution channel is through international direct online sales of individual copies or subscriptions. A small number of our magazines will be distributed via retailers.. With a target audience of consumers of fine food and niche wines, The Good Gourmet reaches affluent individuals in more than 80 countries across the globe.

# MULTIMEDIA SOLUTIONS



## DIGITAL

TheGoodGourmet.com is accessed globally offering its affluent readers a large array of information related to food and wine producers and gourmet restaurants.

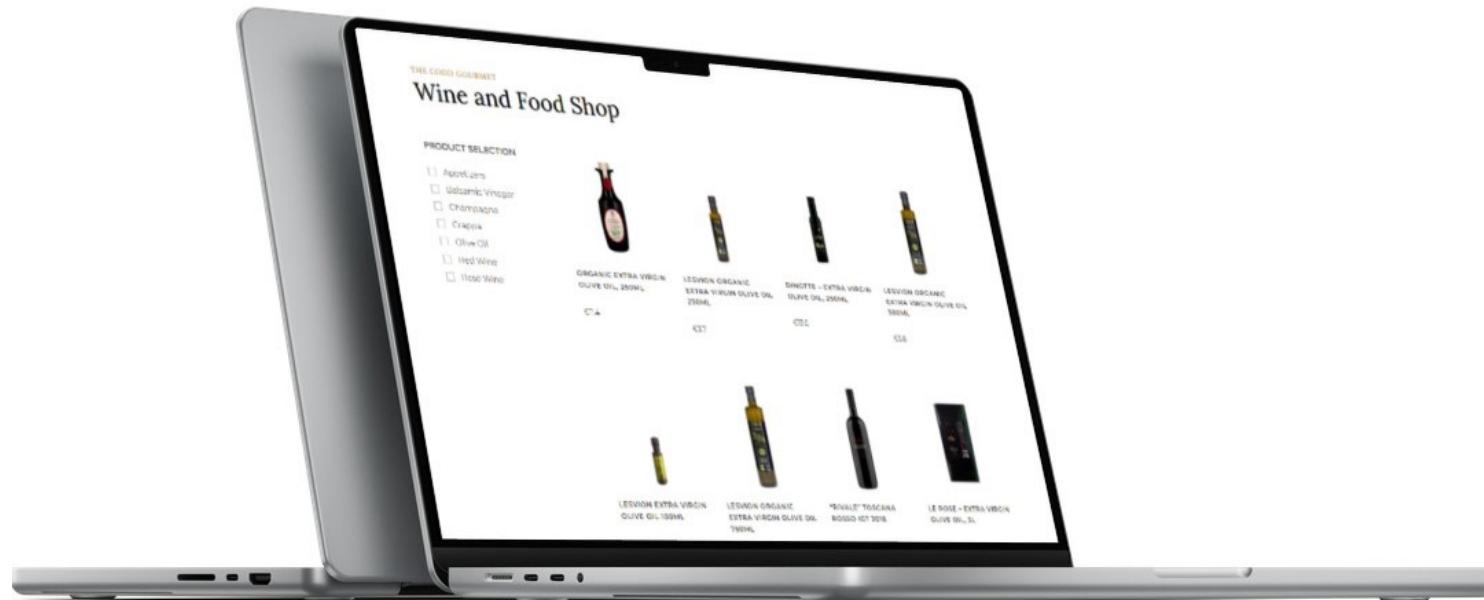
## EMAIL NEWSLETTER

Promote sponsored ad banners with the latest food and wine content. Sent directly to The Good Gourmet club members.

## SOCIAL MEDIA

The Good Gourmet's social community of affluent and aspirational individuals is continuously growing. Each platform provides the latest stories, and for those who want to stay in the know.

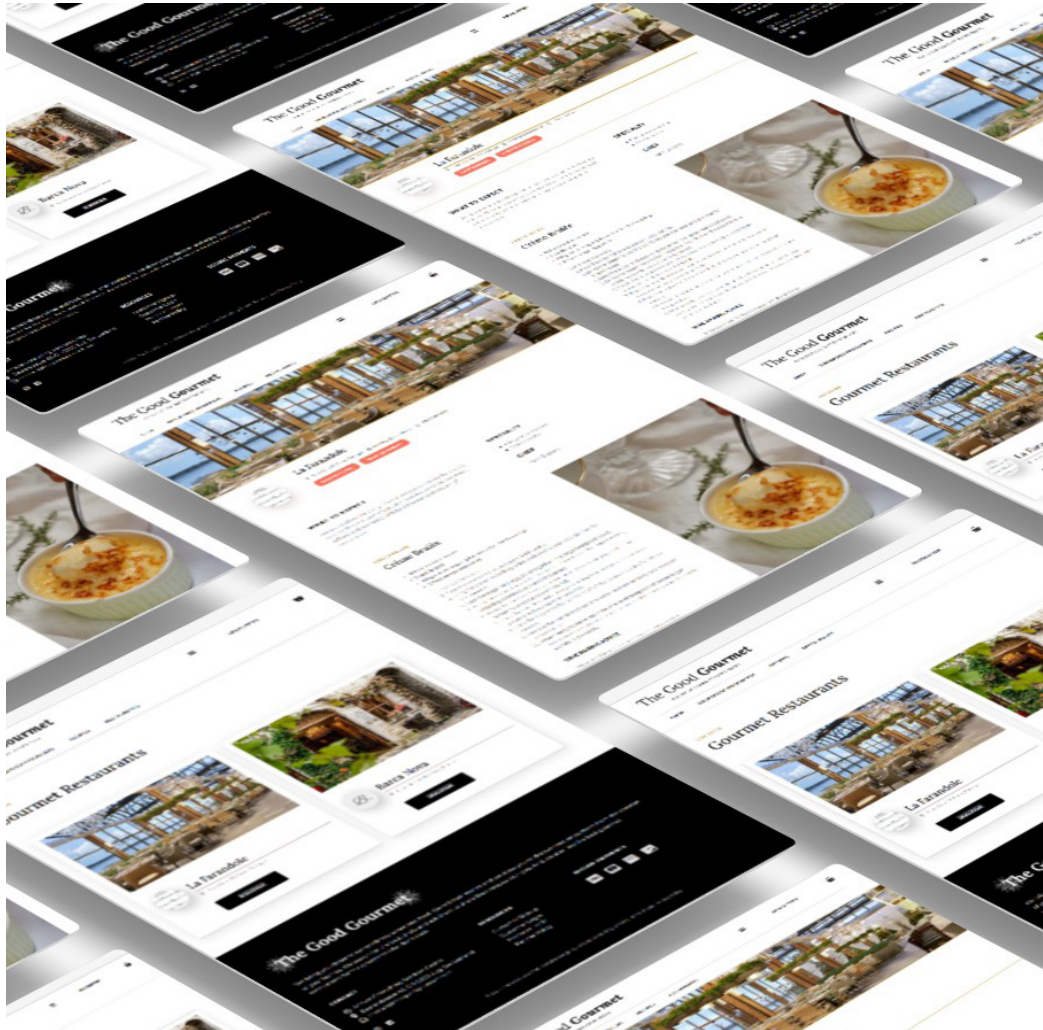
# MULTIMEDIA SOLUTIONS



## ONLINE SHOPPING PLATFORM

thegoodgourmet.com offers our food and wine producer partners an online platform to promote and sell their products directly to our international audience of affluent gourmets.

# MULTIMEDIA SOLUTIONS



## RESTAURANT GUIDE

thegoodgourmet.com offers our restaurant partners the possibility to list their restaurants in a highly visual, detailed format.

# IN EVERY ISSUE

## **DISCOVER**

Discover all that is to know about food and wine. From wine regions, olive oil harvesting and processing, tasting notes, and pairing advice, we aim to change the way people see food and the experience of eating.

## **INSPIRE**

Featuring interviews with and comment from the people who are changing the food and wine production landscape, and the wider world, for the better. Here, we cover a range of topics and perspectives from pioneers in organic, biodynamic, and traditional production methods..

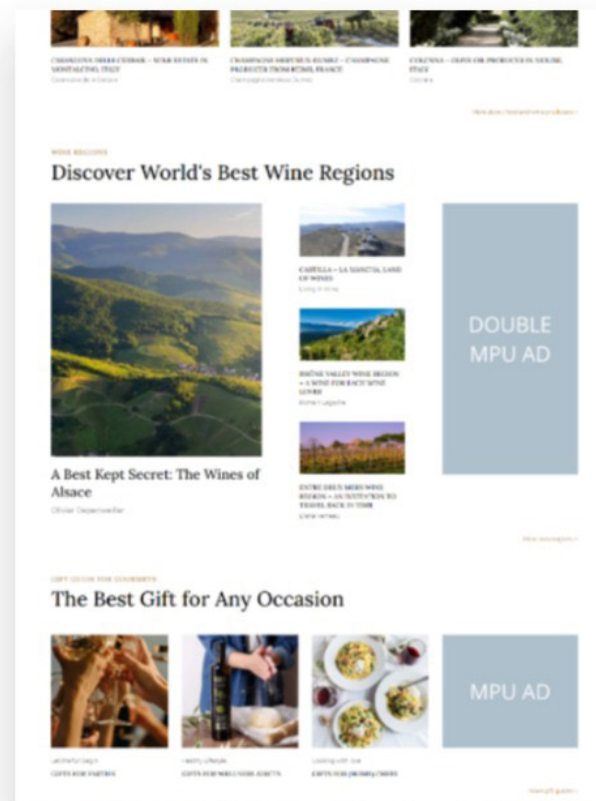
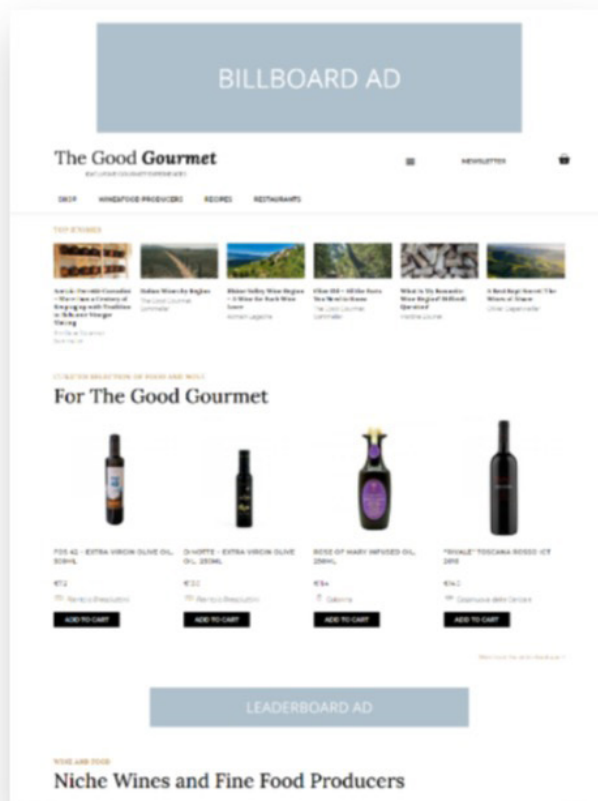
## **DELIGHT**

Exquisite recipes from around the world submitted by chefs, professionals or just passionate about your work. And, wine pairing advice to impress your guests.

## **EXPLORE**

Discover less known food and wine regions, their characteristics, their products, producers, and restaurants.

# DIGITAL SHOWROOM



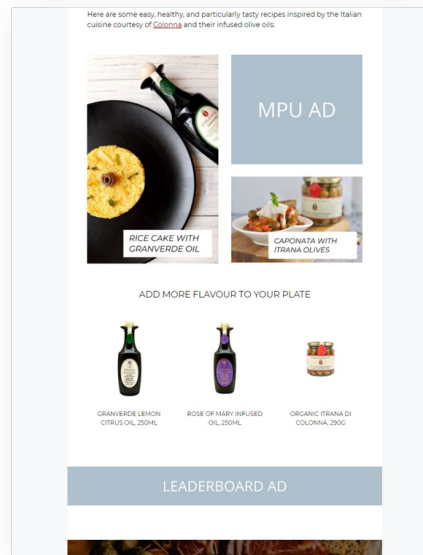
## WEBSITE BANNERS

Highly visible banners designed to allow viewers to interact with your brand via your producer or restaurant page on thegoodgourmet.com

AD UNIT	WEB	MOBILE
MPU	300x250	300x250
DOUBLE MPU	300x600	300x600
LEADERBOARD	728x90	300x100
BILLBOARD	970x250	300x100

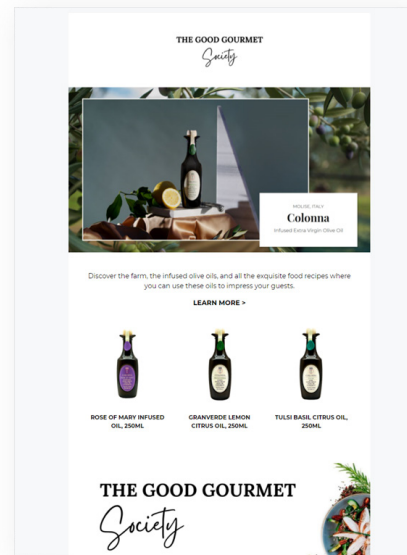
# DIGITAL SHOWROOM

## SPONSORED NEWSLETTER



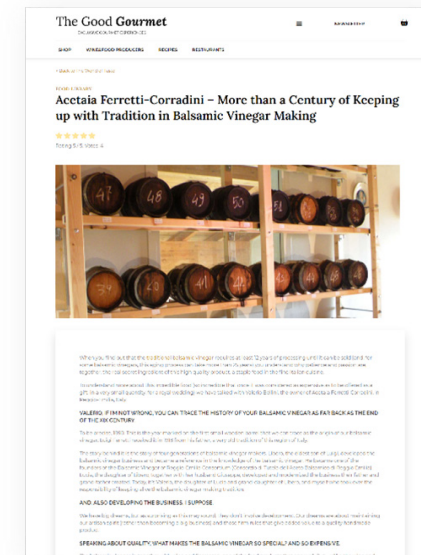
The Good Gourmet Club bi-monthly newsletter provides food related news curated by our editors. Sponsored banners will reach these consumers looking for inspiration on their next dining experience..

## PROMOTIONAL EMAIL



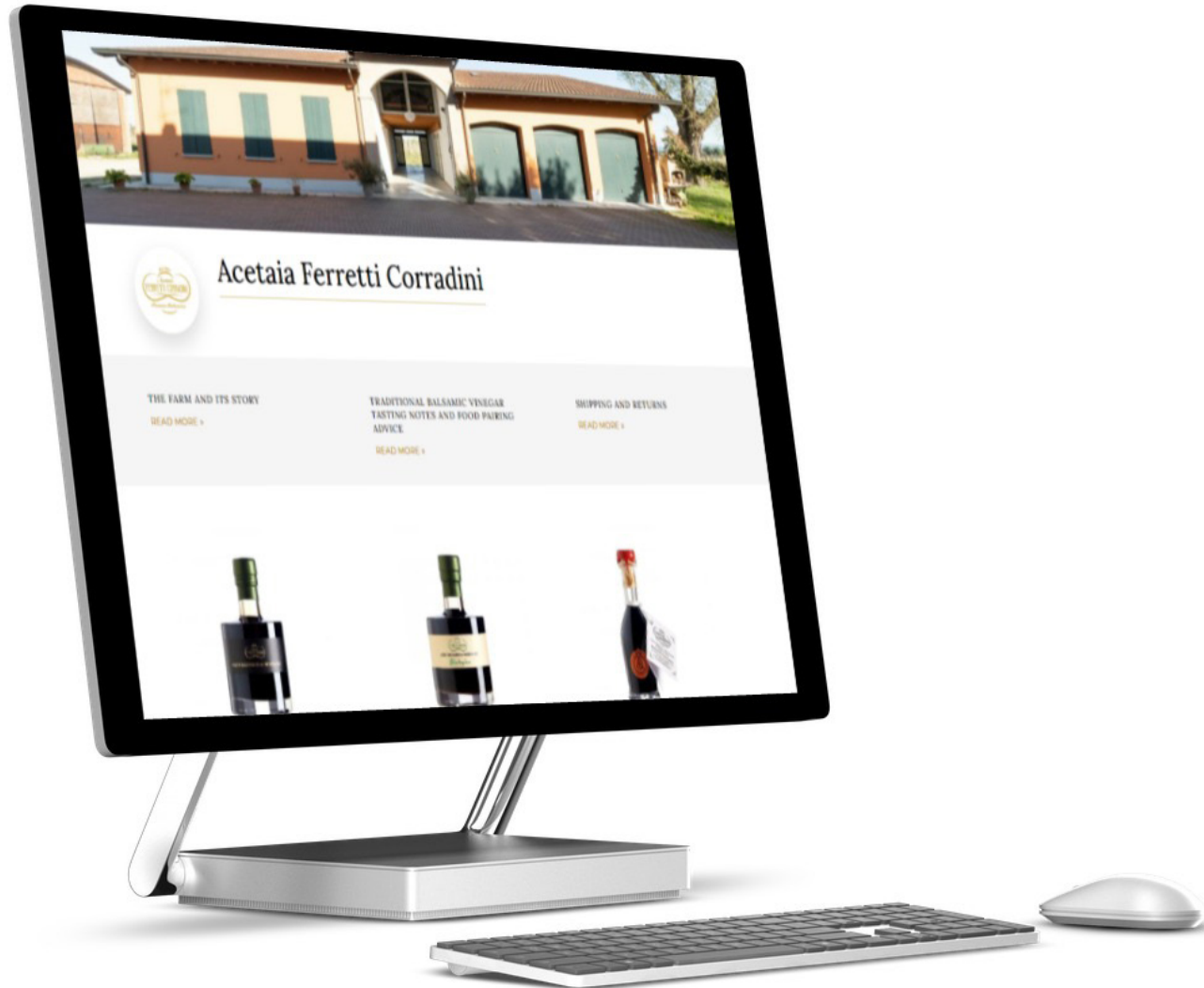
A great way for food&wine producers and restaurants to promote their business to an affluent audience interested in the latest in dining experience.

## NATIVE ADVERTISING



The web feature will be showcased on the homepage or a designated channel, and will remain as content for 12 months. Each article includes up to 500 words of copy with one image.

# DIGITAL SHOWROOM



## ONLINE SHOP

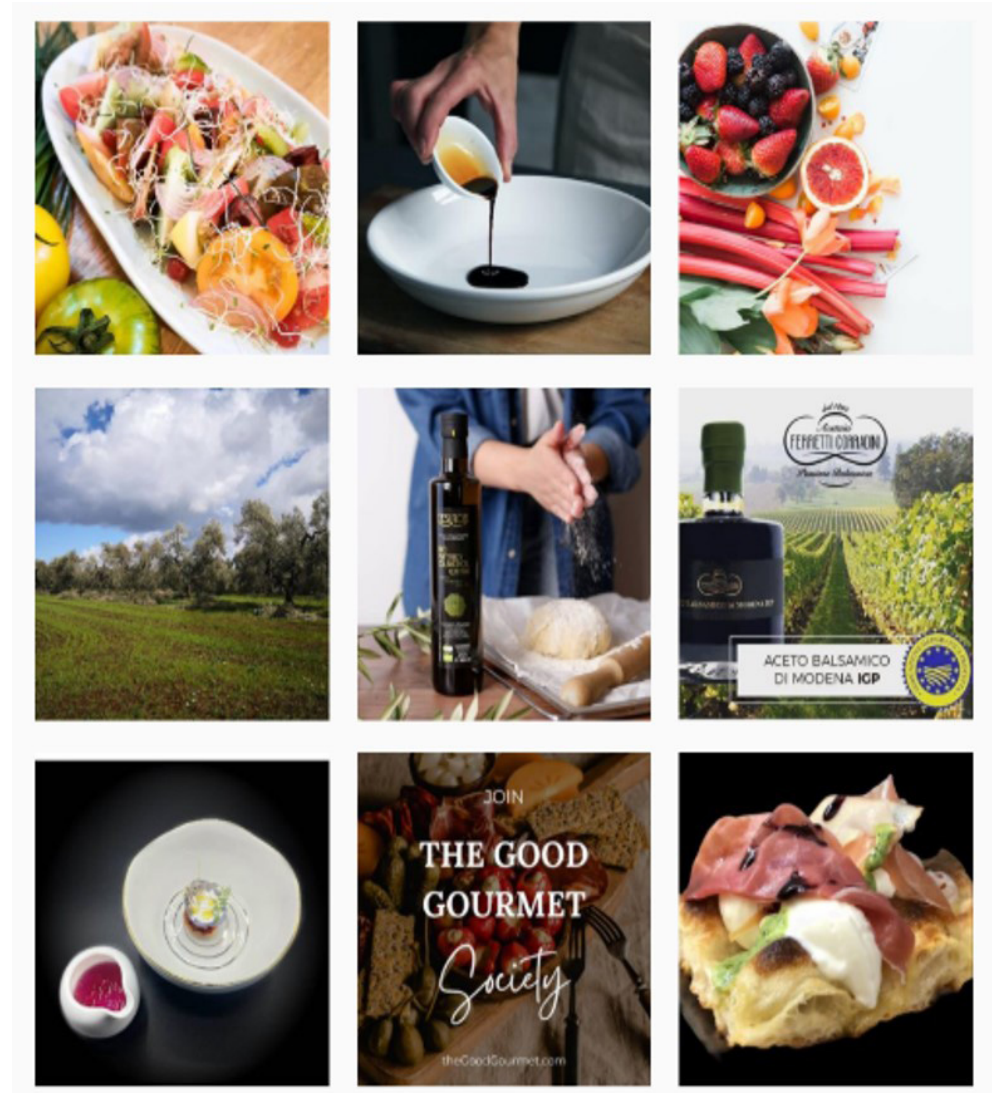
Increase your online visibility by opening your own online shop on our e-commerce platform.

You will have the opportunity to not only showcase and sell your best products, but also to tell the story of your farm, and give the visitors a better understanding of what you do through tasting notes, pairing advice, and recipes to create with your products.

# SOCIAL MEDIA

Through our social media platforms, our social community can discover the latest news from our website, alongside tips and behind-the-scenes content they can't find anywhere else. We feature exclusive content and allow our audience real-time insight into the newest launches, and unique brand experiences they don't want to miss out on.

As our readers increasingly look to social media for information and inspiration, we ensure we are providing regular dynamic and exciting content to satisfy their needs



# PRINT SHOWROOM

## BLACK&WHITE 1PAGE ADVERT

A standard 1 page advert, on black and white, showing your company's logo, name, a short description, and the website.

Its minimalist look allows you to stand out and catch readers attention.



# PRINT SHOWROOM

## 2-PAGE ADVERTORIAL

A 2 page advertorial in the format of native content. Best fit for food and wine producers, our audience will be able to discover your farm or winery and your products through a well-written article.

The article is up to 300 words and includes 2 images.



# PRINT SHOWROOM



## 5-PAGE ADVERTORIAL

A more elaborated version of the 2-page Advertorial, the 5-page Advertorial presents your company with a lot more detail and goes in depth in talking about your products. The article is up to 500 words and includes 5 images.

# PRINT SHOWROOM



## 1-PAGE GIFT GUIDE

Present your products in our gift guide list. This format allows you to present your farm or vineyard and 2 products on one page.



## 2-PAGE GIFT GUIDE

This format allows you to present your farm or vineyard in a more detailed format and 3 products on a 2-page spread.

# RATE CARD

## PRINT

<b>Black&amp;White 1-Page Advert*</b>	400€
<b>2-Page Advertorial*</b>	600€
<b>5-Page Advertorial*</b>	1200€
<b>1-Page Gift Guide</b>	500€
<b>2-Page Gift Guide</b>	900€

## DIGITAL

<b>Website Banner*</b>	200€
<b>Sponsored Newsletter*</b>	100€
<b>Promotional Email*</b>	300€
<b>Native Advertising*</b>	500€
<b>Social Media**</b>	Free
<b>Online Shop**</b>	Free

\* Premium Position (first 50 pages of the magazine): **add 15%**

\* 15% discount if added to a print package

\*\* Free with orders over 500€

# SPECIFICATIONS

## ADVERTISING CLOSING DATES\* (TBC)

	Ad Closing	Materials Due	On Sale
<b>June 2022</b>	Mar 22, 2022	Mar 29, 2022	June 2022
<b>December 2022</b>	Sep 22, 2022	Sep 29, 2022	December 2022

\* Please note that deadlines are subject to change.

## SUBMITTING MATERIALS

Please note that we have a 6MB limit on emails. Files smaller than 6MB can be sent by email to [print@thegoodgourmet.com](mailto:print@thegoodgourmet.com).

For files larger than 6MB please send them using [wetransfer.com](https://wetransfer.com) to [print@thegoodgourmet.com](mailto:print@thegoodgourmet.com)

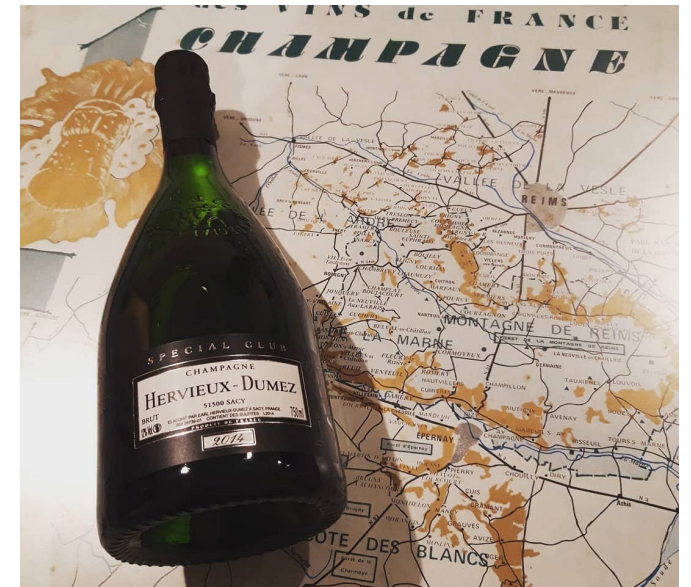
Please name the files with your company name.

For best resolution, all images must be supplied at 300dpi.

## CONTACT

For all print production questions, contact [print@thegoodgourmet.com](mailto:print@thegoodgourmet.com)

For all other questions, contact: [sales@thegoodgourmet.com](mailto:sales@thegoodgourmet.com)



# TERMS & CONDITIONS

**1). Scope of Agreement:** These are the conditions of the contract between you, the Client (“You” and “your”) and Anavas Consulting Services GmbH (“Anavas”, “we”, “us” and “our”) governing your use of our services, including use of advertising space on our website or in the publication, as set out in your purchase order. This agreement constitutes the entire agreement between Anavas and you. All prior agreements, understandings and negotiations (save for fraudulent misrepresentation) whether oral or in writing are canceled in their entirety. The terms of any other electronic communications will not form part of this agreement.

## **2). Content and Artwork**

Responsibility: You are responsible for providing us with all illustrations by the copy date(s) set out in your purchase order. You will receive a proof of the advertisement for your approval, and any changes must be sent to us in writing by the return date shown on the proof. Changes not communicated by the return date will cause us to assume proof approval. We reserve the right to

repeat standing copy or obtain copy to be published should the copy deadline fail to be met. If the advertisement materials are provided in a different form to that specified then you will be responsible for any reasonable costs that may arise in preparing the material. Failure by you to supply the necessary copy for your placement in the form specified by the copy deadline indicated by us on the purchase order will not affect your payment obligations outlined in (5) below. We retain full editorial approval over the advertisement and positioning of this advertisement will be at our sole discretion. We reserve the right to withdraw/reject/amend the material supplied by you for the advertisement which will not affect your obligation to pay for the advertisement in full. Complaints regarding reproduction of Advertisements must be received in writing within one calendar month of the Publication date, of the Publication. In using our services and any advertising space on our website you agree to abide by all applicable laws, regulations and codes of conduct and you will not engage in any activities relating to our services or the website

that are contrary to such laws, regulations and codes.

**3). Rights:** In consideration of us providing our services to you, you assign to us with full title guarantee, for use throughout the world, the copyright (whether vested, contingent or future) in the copy supplied by you and all rights of action in respect of that copy. The above will not operate as an assignment of your trade marks, service marks and logos which will remain your property. However, you hereby grant to us a worldwide, non-exclusive, fully paid license to reproduce and display all trade marks, service marks and logos contained within the copy for the duration of the agreement.

**4). Free of Charge Service:** As part of our service commitment, we may at our sole discretion provide you with some free of charge services such as indexing, listings or any other material or additional media, which are over and above the advertisement. We cannot be responsible for any errors or omissions or claims for losses arising from these. We reserve the right, at our absolute discretion, to reject or amend text and informa-

tion provided by you for any free of charge inclusions or media. This will not affect your obligation to pay for the advertisement itself as discussed above. If you do not provide the necessary text or information for any free of charge inclusions or media, by the due date, then this will also not affect your obligation to pay for the advertisement.

**5). Invoice & Settlement:** We will invoice you, plus Sales Tax if applicable, for the total cost of your booking following completion and return of the purchase order. Unless expressly agreed, otherwise in writing, payment will be due 15 days from the date of invoice. Should your account fall overdue then interest will be charged at a rate of 1.5% per month and the maximum permitted by law together with reasonable attorney and collection fees. Interest will be calculated daily from the due date to the payment date. In addition, we reserve the right in certain circumstances to modify our payment Terms to require full payment in advance and / or require you to provide such other assurances as we may require to

secure your payment obligations

- i. If you have been granted a discount (for example for a series booking) but do not pay us, we reserve the right to revoke the discount so that you are liable for the full price of the advertisement.
- ii. All payments sent to us must be accompanied by a remittance advice or documentation quoting the account and/or invoice number to which the payment relates. Where payment is received without any identification or is deemed a duplicate/overpayment, said funds will be held on account for a period of 12 months only.

**6). Cancellation:** This purchase order represents a legally binding contract between you and us. A cancellation may only be made at our sole discretion and with our written consent. If we agree to a cancellation prior to invoicing then a fee of 50% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the date of our written permission to cancel. If we agree to a cancellation after invoicing then a fee of 100% (plus Sales Tax if applicable) of the purchase order value will be charged payable 14 days following the

# TERMS & CONDITIONS

date of our written permission to cancel.

**7). Warranty & Indemnity:** You warrant and represent to us that: (i) you have all necessary rights to grant the rights and licences set out in your contract with us; (ii) neither the copy material provided by you nor any material which you may be linked to through your advertisement will contain anything that is defamatory, obscene, false or misleading or which otherwise violates any intellectual property rights or rights of any person; (iii) use of the copy material provided by you will not violate any applicable law or regulation. You agree that there have been no guarantees made by us for this advertisement and that no employee of Anavas has made a promise or commitment that does not appear here. You agree to indemnify and hold Anavas and any of our officers, employees and agents harmless from and against all and any claims, liabilities, expenses, losses, costs or damages incurred or suffered and any claims or legal proceedings which are brought or threatened, in each case arising from any violation or infringement of third party rights, or any breach of any of these

terms and conditions.

**8). Liability:** To the furthest extent permitted by law, we do not accept liability for any claims, liabilities, expenses, losses, costs or damages (including without limitation, damages for any consequential loss or loss of business opportunities and/or profits) however arising from this advertisement booking and the use of or inability to use the website, or any of its contents, or from action or omission taken as a result of using the website or any such contents. Our liability in contract, tort or otherwise arising out of or in connection with the Agreement shall not exceed the total Charges received by us from you for the Advertisement/s. Every care is taken to avoid mistakes but we cannot accept liability for any errors due to you, your third parties, sub-contractors or inaccurate copy instructions from any of the foregoing. Any agent who shall place an Advertisement with us shall be deemed jointly and severally liable with the Advertiser to us in respect of all matters including charges relating to the Advertisement and conditions therein contained.

**9). Force Majeure:** We will not be liable for any delay or failure to perform any obligation under this Agreement due to any event beyond our reasonable control, including but not limited to, earthquake, fire, flood or any other natural disaster, labor dispute, riot, revolution, terrorism, acts of restraint of government or regulatory authorities, failure of computer equipment and failure or delay of services and platforms used to operate our electronic media.

**10). General:** You may not resell, assign or transfer any of your rights under this contract without our written consent. Any attempt to resell, assign or transfer rights without our consent will entitle us to cancel the contract without liability to you. A person who is not party to this contract has no right to rely upon or enforce any terms of this agreement.

