

PASSION
 ANTEA BO
 IT ITALY



Passionate about Italy

ITALIA!

PROPERTY HOLIDAYS FOOD WINE CULTURE PEOPLE

TUSCAN DREAMS

From stunning coastline to rolling hills, find your ideal home in this beautiful region from £63k

Art of glass
 Visit the Murano glassmakers with our NEW arts and crafts series

FRULLI-VENEZIA GIULIA
 Discover why this little known area is set to be the next property hotspot

Crisp white wines from Le Marche

EXCLUSIVE! 8-PAGE PREVIEW
VIVA ITALIA SHOW

PLUS! 100 SHOW TICKETS TO BE WON p25

PLUS! TOP PASTA SAUCES Q&A EVENTS

TasteItalia

Pizza! Pizza!
 The Italian classic reinvented

100% ITALIAN FOOD AND DRINK

Step-by-step Herb-stuffed monkfish
 New ideas for squash
 Succulent slow roasts

Tasty seafood dishes from Naples

WINES OF CAMPANIA

31 RECIPES & MORE...

- Italian roast leg of lamb with lemon sauce
- A taste of Palermo in our gourmet guide
- Parmesan, tomato and aubergine bake
- Pumpkin risotto with sage in a pumpkin shell

YOUR ESSENTIAL 2007-08 PREVIEW

Calcio Italia

YOUR COMPLETE ENGLISH GUIDE TO ITALIAN FOOTBALL
 SEPTEMBER 2007 (No 145) £2.50

SERIE A SQUADS
 COACH PROFILES
 EVERY TRANSFER
 STARS TO WATCH
 STADIUM STATS

SCUDETTO RACE STARTS HERE!

Outsiders

KAKA
 HIS BIGGEST YEAR?

TOTTI
 ROMA FULL-TIME

NEDVED
 FINAL JIVE FLING

VIERI
 THE LAST STAND

Wild Cards
 Hopetuls

SERIE A & B FIXTURES PULL-OUT GUIDE





Taste Italia is the only magazine in the UK 100% dedicated to Italian food and drink.

Due to massive demand from readers of *Italia!* and the huge public appetite for Italian food and drink, Anthem Publishing launched *Taste Italia* – a magazine that celebrates the regionality and seasonality of Italian cuisine. Each issue is packed with traditional, authentic Italian recipes, gourmet guides to the country's cities and regions, features on producers of fine foods, as well as wine coverage, restaurant reviews and a complete listing of all major Italian delicatessens in the UK.

DISTRIBUTION

- ⊕ Taste Italia is listed in 485 WH Smith High Street stores, 111 Waitrose branches, 161 Tesco stores, all Borders and over 2,000 independent newsagents nationwide
- ⊕ Regularly promoted in Sainsbury's (reaching 260+ stores), Somerfield (440+) and Co-op (160+)
- ⊕ On sale in another 24 countries worldwide, with distribution through Safeway supermarkets, Borders and Barnes & Noble in the USA

SCHEDULE

Issue name	Ad deadline	On sale date	Issue name	Ad deadline	On sale date
February 2008	06 Dec 2007	03 Jan 2008	August 2008	13 Jun 2008	03 Jul 2008
March 2008	18 Jan 2008	07 Feb 2008	September 2008	18 Jul 2008	07 Aug 2008
April 2008	15 Feb 2008	06 Mar 2008	October 2008	15 Aug 2008	04 Sep 2008
May 2008	14 Mar 2008	03 Apr 2008	November 2008	12 Sep 2008	02 Oct 2008
June 2008	11 Apr 2008	01 May 2008	December 2008	17 Oct 2008	06 Nov 2008
July 2008	16 May 2008	05 Jun 2008	January 2009	14 Nov 2008	04 Dec 2008

READER PROFILE

- Average age is 43, 65% are female and household income is over £54,000pa
- They buy the following more than once a month
Pasta 91%, Olive Oil 81%, Italian Cheeses 73%, Italian Meats 71%, Bakery Products 65%, Sauces 64%, Rice 63%, Olives 58%, Coffee 58%
- 73% buy Italian wine every week
- 91% cook Italian food every week
- 38% intend to go on a cookery course to improve their skills
- 71% have already bought or intend to buy products advertised in *Taste Italia*

ADVERTISING RATES

Display	1 month	3	6	12
DPS	£2200	£2000	£1800	£1600
Full page	£1150	£1050	£950	£850
Half page	£600	£550	£500	£450
Quarter page	£350	£325	£300	£275
Prime positions	1 month	3	6	12
Covers	£1380	£1260	£1140	£1020
Marketplace	1 month	3	6	12
90x82mm	£200	£175	£150	£125

INSERTS

Loose inserts **£40 per thousand** (dependent on weight)

Bound inserts **£POA**

WEB ACTIVITY

Banners (120 x600px)	3 months	6	12
	£240	£180	£120





We are committed to delivering the highest service levels and results for our commercial partners. **Jon Bickley** Anthem Publishing

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ADVERTISING

We will cater for all your advertising needs, providing committed readers and targeted editorial. Our aim is to work in partnership with you to ensure your advertising reaches the right people in the right place for the right price, and where appropriate to ensure that it is combined with regular editorial and promotional exposure. We set our rate card to reflect our commitment to this partnership. We regularly conduct primary research into this market to identify commercial trends and to fully analyse our readers' intentions to purchase. This allows us to understand how to make your advertising as effective as possible.

ABOUT ANTHEM

Anthem Publishing is one of the UK's fastest-growing magazine publishers, averaging 49 per cent sales growth per year since it was formed in 2002. As well as the Italian market, we operate in the music-making and sports sectors, as well as providing contract publishing solutions. We are driven by editorial excellence, in-depth market understanding and by providing the highest service levels and results for our commercial partners. Our magazines and websites offer great experiences for our readers, visitors and customers – we understand what they want and need, and we always deliver.