

GOURMET TODAY

Gourmet Today – Taking a bite out of Malta’s wine and dine scene

Gourmet Today is a **food and lifestyle bi-monthly magazine** published by MediaToday Co. Ltd.

With its first issue published in **August 2009**, Gourmet Today is characterised by an editorial style that is distinctly people-oriented.

The magazine features several original and traditional **recipe listings**, while it also conducts equally thorough evaluations of **kitchen equipment and branded foods and ingredients**.

Issues of Gourmet Today are approximately 40 pages in length, printed entirely in colour.

Distributed for free with the Sunday edition of MaltaToday, the magazine enjoys a nationwide **circulation of 11,000**.

Each issue carries a main feature whereby a colourful character is chosen to illustrate steps to home-cooked meals, thus bringing out both a step-by-step guide to original recipes as well as the persona of the cook - who is featured on the front page picture.

The magazine **targets the everyday cook, entertainer and food enthusiast** – publishing features

on new or established dining venues as well as two annual lists of what the magazine considers to be Malta’s ten best restaurants and ten best chefs. Four standalone recipes are presented in each issue, some taking the form of a narrative



in which the author discusses the recipe’s evolution. The author of each article usually begins by relating the reason why they decided to create the recipe. For instance, they might have enjoyed the dish from their childhood, wanted to simplify a typically time-consuming recipe, or tried a dish in a restaurant that they wanted to recreate. The author then discusses the sourcing of

ingredients and their country of origin, followed by a step-by-step guide of the preparation process entailed. The final result is then discussed, often by means of a panel of tasters. Every issue also includes a **detailed equipment test**, where a panel of users tries a variety of items such as **knives, cutting boards or wine equipment**.

In the case of more expensive pieces of equipment, an overall winner as well as a “best buy” are selected. Both types of tests sort their results into four categories: Highly Recommended,

Recommended, Recommended with Reservations, and Not Recommended.

The magazine also features a “Kitchen Notes” section, providing tips on completing common cooking chores, often relevant to the recipes in the issue; a “Recipe Update”, in which the magazine provides variations on recipes from previous issues; and “Notes from Readers,” in which the magazine’s editors respond to reader questions.

Many issues also include a two-page spread illustrating details on a general method or task, such as “Mastering the Art of Stew” or “Stocking a Baking Pantry.”

A **featured restaurant** appears in every edition, taking the form of an interview with the chef and the maitre, and going on to describe in detail the restaurant processes, ingredients used, menus and results achieved.

GOURMET

TODAY

ADVERTISING RATES

(Rates are exclusive of VAT)

Full Page	€520
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**Adverts appearing on the hard cover.*

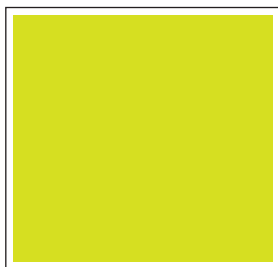


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ADVERT SIZES



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