

**ITALIAN FOOD, WINE & TRAVEL**

17,854 TOTAL MASTERFILE

\$110.00/M

UNIT OF SALE:  
\$17.00 AVERAGE

THE JOURNAL FOLLOWED ITALIAN CUISINE, TRAVEL AND CULTURE ACROSS ITS ENTIRE BREADTH, DELVING INTO EARLY WRITTEN HISTORY YET GIVING RECIPES FROM ITALY'S AND AMERICA'S HOTTEST CUCINA NOUVA CHEFS. THE JOURNAL'S ARTICLES DISCUSSED THE "MOTHER CUISINE" OF THE WESTERN WORLD. THEY COVERED ALL ASPECTS OF ITALIAN CUISINE; BOOK, RESTAURANT AND WINE REVIEWS PROFILES OF FAMOUS CHEFS, HISTORY, CUSTOMS AND CULTURE; 20+ ITALIAN RECIPES PER ISSUE.

GENDER: 50/50  
CAN SELECTADDRESSING:  
SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

THRU: DECEMBER 18  
NEXT: JULY 19

SUBSCRIBERS TO THE PUBLICATION ENJOYED A SERIOUS INTEREST IN ITALY. WITH AN AVERAGE AGE RANGE OF 30-50 AND AVERAGE INCOME OF \$60,000+, THEY USE THEIR DISCRETIONARY INCOME ON VACATION AND TRAVEL TO ITALY AND ABROAD AND ON EXPENSIVE WINES AND COFFEES TO COMPLIMENT THEIR FAVORITE ITALIAN RECIPES.

MANY COLLECT FINE ART AND SEEK MUSEUMS IN THEIR TRAVELS AND TOURS OF THE FABULOUS COUNTRY. MANY COLLECT COOKBOOKS AND PURCHASE SPECIAL KITCHEN APPLIANCES TO ENHANCE THEIR CULINARY SKILLS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: MAGAZINE SUBSCRIBER DATABASE

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
GENDER	\$6.00/M
ELECTRONIC DELIVERY	\$50.00

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