

Advertising Rates

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Turkish Delight Magazine

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Turkish Delight is a brand new bi-monthly (6 issues per year) magazine that delves into the exciting realm of Turkish food, travel and lifestyle.

Much more than a traditional travel magazine, *Turkish Delight* is produced by an enthusiastic editorial team with over 30 years of combined experience in the Turkish food, travel and lifestyle industries. It sets out to explore the adventurous side of Turkey and its gastronomy, with informative news and recipes, entertaining features and stunning colour photography.

Covering everything from Anatolian and Ottoman culinary heritage to the best beach resorts and Istanbul nightclubs, from adventure tourism to gourmet holidays, *Turkish Delight* is essential and inspirational reading for anyone who is interested in Turkey.

News and events

The magazine highlights news and events of interest in the season ahead, embracing an array of cultural, travel, and food & drink activities such as festivals, concerts and public holiday celebrations. Readers can also learn about new products, special offers and promotions offered by restaurants, bars, tour operators, hotels and airlines.

Exploring Turkish Cuisine

Turkish Delight will combine attractive photography with original recipes for authentic dishes to try at home, as well as information on where to buy the right ingredients. The unique flavours and diversity of Turkish food and drinks- still a secret to even the most adventurous gourmets- will also be revealed.

Exciting Travel Features

This exciting and informative magazine will also visit scores of hidden or undiscovered destinations. It will provide useful tips on alternative holiday resorts and exciting activities, and will share extensive information on travelling and buying property in Turkey.

And More

With news of innovative products and fashion design, as well as a keen sense of historic, traditional craftsmanship and textile manufacture, the magazine provides an essential guide to Turkish arts, culture, and shopping.

The Target Audience

Turkish Delight aims to reach a British audience who has some interest in Turkish food, cooking, and drinks, as well as in Turkey's culture, history, holiday resorts and property market.

There are thousands of British home owners in Turkey. They spend much of their summertime there, and through networking have built strong connections with each other. Yet they struggle to find any books or magazines about Turkey and its gastronomic experiences that are in English. Our target audience is predominantly professional individuals, AB adults aged from 26-54.

The magazine will be distributed and sold in WHSmith, independent newsagents' and some supermarkets like Sainsbury's for £3.60 per copy. It will also be distributed in Turkey, USA, Canada,

Australia, New Zealand and more. See website for details. The digital version will be also available for iPads, iPhones, etc. for £2.80

Nature of the market

Turkish Delight will be the first English publication about Turkish cuisine and travel. There is an increasing interest in Turkey, in its products, services and culture. The tourism sector provides one of Turkey's main incomes, and Turkish companies are trying to export their products, from food and drinks to textiles, furniture and fashion, to Europe. *Turkish Delight* will be the only media outlet for them to promote their businesses to the English-speaking audience.

Magazine Specs

Turkish Delight will be 80 pages plus 4 pages cover, full colour throughout, perfect bound, text pages 130gsm gloss and the cover 250gsm gloss. The circulation for the first issues is 11000 copies for the UK and 2000 copies globally.



Silvena Rov Ottoman Ki

Words and recipe: Silvena Rowe

My father was from Istanbul, and although he was figure in Bulgaria he was a great connoisseur of a cooked simply but with a great feeling for taste. I would do a schrikatz that he would do very quick brought up with the most tasty, moreish Turkish I of gizzled borders with Turkey, the borders were table.

It was when I came to England as a teenager that food, because it's so cosmopolitan here, Indian, C French, Italian food- we didn't have these in Bulg began to teach myself to cook, initially Eastern G

A Gift for Christmas?
Most people have neither the time nor means to make true Turkish coffee- there isn't always a cove handy and charcoal fires tend to be frowned upon in offices and homes. Now, not before time, a Turkish coffee machine has appeared, though it is not available in Britain yet. The Kafe Telve (pictured right) from Arçelik A.S., a leading manufacturer in Turkey, produces a brew at the push of a button, and it even emulates the right amount of foam. We have had espresso machines for years: it is time Turkish coffee had a gadget.



Christy's Turkish Towel
To celebrate their 150th birthday Christy have created this very special luxury towel. Made with 600gsm high quality cotton grown only in Turkish Anatolia, and in parchment colour with offwhite detailing, the towel is presented in a luxury gift box. Its design is based on the first ever woven towels, created by Christy for Queen Victoria. For further details please log on to www.christy-home.com



The Grand Bazaar
With its rich and colourful 500-year history, the Grand Bazaar in Istanbul has quite a story to tell. This luxury discourse edition takes a comprehensive look at the world's most vibrant and inspiring marketplace, featuring dazzling images by esteemed photographer Lutz Hamann and text by Istanbul-born Serdar Gökçe, Ottoman art expert and collector. Discover nearly 300 pages of jewels, furnishings, fabrics, silver, spices, antiques, collectibles, and much more in this object from Assouline. Available from Assouline bookshops worldwide and through www.assouline.com

Istanbul Culinary Institute
The Istanbul Culinary Institute was founded as a centre dedicated to the research, teaching and promotion of the rich traditions of Turkish and Mediterranean cuisines. Since January 2008 it has offered Turkish and foreign cooking enthusiasts a wide range of courses, from its chef school and a professional certificate in the culinary arts to a variety of short cooking classes for amateurs. The institute accommodates a regularly revised calendar of special programmes and seminars, as well as its highly acclaimed practice restaurant Enayit, which features familiar dishes with a contemporary twist.

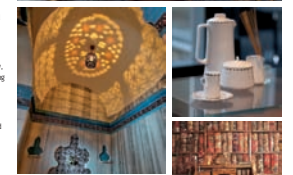


Efes Beer
Scientists and historians alike point to the ancient lands of Mesopotamia (of which modern Turkey is a part) as the birthplace of barley. The same people also suggest that it is in the Anatolian lands that beer was first brewed some 9,000 years ago. Although a reliable newswriter (the beer was first brewed in Istanbul as recently as 1989), Efes is already synonymous with fine beer, not just in Turkey but increasingly around the world. Efes Pilsener Stone is now available in the UK and is sold exclusively in the pub chain 11 D Westhouses. With over 2,000,000 bottles purchased by Westhouse consumers in 2009, the beer is proving to be extremely popular.



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