

TASTE **ASIA**

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MEDIA KIT

Why does being featured in
Taste Asia magazine matter?

2026

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TASTE ASIA



Taste Asia is your guide to discovering the best and cosiest Asian restaurants across the United Kingdom. Our magazine is dedicated to exploring the rich tapestry of Asian cuisine, highlighting hidden gems and culinary delights that deserve recognition.



Mission Vision

To celebrate and promote the vibrant Asian culinary scene in the United Kingdom.

To become the leading authority on Asian dining in the UK, fostering a community of food enthusiasts who share a passion for discovering and enjoying the diverse flavours of Asia.

“Marketing Sherpa revealed 82% of participants trusted magazines.”



World-wide Distribution & Sales.
Available in PRINT..

6

Continents

190

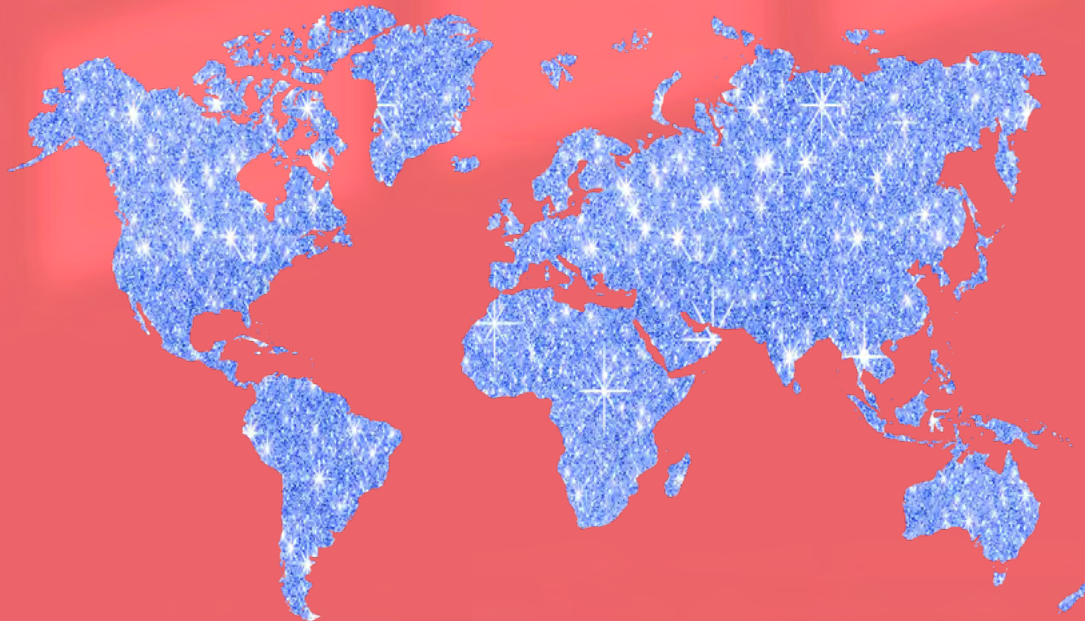
Countries

40K

Stores

...everywhere

Available in print in more than 190 countries and distributed through major retailers and platforms such as Amazon, Barnes & Noble, Walmart, and Waterstones, among many others, this helps build strong brand recognition on both a national and international scale.



JOHN SANDOE BOOKS LTD



What is the number of local bookstores in the United States that carry TASTE ASIA magazine in print?

Alabama: 21 bookstores

Alaska: 13 bookstores

Arizona: 23 bookstores

Arkansas: 26 bookstores

California: 183 bookstores

Colorado: 57 bookstores

Connecticut: 28 bookstores

Delaware: 9 bookstores

District of Columbia: 17 bookstores

Florida: 68 bookstores

Georgia: 64 bookstores

Hawaii: 5 bookstores

Idaho: 16 bookstores

Illinois: 85 bookstores

Indiana: 44 bookstores

Iowa: 38 bookstores

Kansas: 19 bookstores

Kentucky: 32 bookstores

Louisiana: 16 bookstores

Maine: 29 bookstores

Maryland: 44 bookstores

Massachusetts: 101 bookstores

Michigan: 76 bookstores

Minnesota: 63 bookstores

Mississippi: 6 bookstores

Missouri: 36 bookstores

Montana: 14 bookstores

Nebraska: 15 bookstores

Nevada: 13 bookstores

N Hampshire: 14 bookstores

New Jersey: 39 bookstores

New Mexico: 19 bookstores

New York: 228 bookstores

N Carolina: 78 bookstores

North Dakota: 4 bookstores

Ohio: 66 bookstores

Oklahoma: 26 bookstores

Oregon: 66 bookstores

Pennsylvania: 105 bookstores

Puerto Rico: 1 bookstore

Rhode Island: 10 bookstores

S Carolina: 32 bookstores

South Dakota: 7 bookstores

Tennessee: 34 bookstores

Texas: 137 bookstores

Utah: 16 bookstores

Vermont: 16 bookstores

Virginia: 79 bookstores

Washington: 103 bookstores

West Virginia: 12 bookstores

Wisconsin: 69 bookstores

Wyoming: 7 bookstores



...facts

- Continuously available for years, ensuring everlasting visibility.
- Gets 300% more likes and comments than average posts on social media, when you share the contents .
- Builds global branding, reaching over tens of countries across the continents.
- 90% of our contents are interviews and reviews.
- Upholds integrity with no fake news or cybercrime involvement.
- Exclusive Interviews and insights from the experts.
- Interactive layouts and top-tier page designs.
- Enhances your SEO and marketing performance with strategic keywords and backlinks.

Boost Global Reach with TASTE ASIA's METADATA Strategy

TASTE **ASIA**



TASTE ASIA integrates METADATA keywords and descriptions into global content to enhance visibility.

It supports featured individuals and brands in achieving worldwide exposure and SEO advantages.

This strategy accelerates brand growth and recognition in international markets.

Maximizing Marketing Impact

Strategic SEO, Enhanced Visibility,
and Professional Editorial Features



Google



Bing

yahoo!news

- Improved SEO and marketing results through the use of strategic keywords.
- Instant credibility and heightened exposure, unlocking broader opportunities.
- Cutting-edge interview page designs for a professional touch.
- Achieved a 300% increase in social engagement (likes and comments) compared to standard posts.
- Continuous publication ensures ongoing visibility.
- Editorial introductions featuring accolades and highlights of the person's achievements..

Empowering Through Visibility

AS SEEN ON

The logo for Associated Press (AP), consisting of the letters 'AP' in a bold, serif font with a horizontal line underneath.The logo for ABC television network, featuring the lowercase letters 'abc' in a white, lowercase, sans-serif font inside a black circle.The logo for CBS television network, featuring the CBS eye symbol followed by the letters 'CBS' in a bold, serif font.The logo for NBC television network, featuring the NBC peacock symbol followed by the letters 'NBC' in a bold, serif font.The logo for FOX television network, featuring the word 'FOX' in a bold, serif font.The logo for DC Fashion Week, featuring the text 'DC FASHION WEEK' in a stylized, serif font.The logo for The Globe and Mail newspaper, featuring the text 'THE GLOBE AND MAIL' in a serif font.The logo for Marcom Europe, featuring the text 'MARCOM EUROPE' in a serif font.The logo for Digital Journal, featuring a small square icon followed by the text 'DIGITAL JOURNAL' in a bold, sans-serif font.The logo for Business Insider, featuring the text 'BUSINESS INSIDER' in a bold, sans-serif font.

ChatGPT

Available on the
Bloomberg
Terminal

The logo for Global Finance Herald, featuring a globe icon followed by the text 'GLOBAL FINANCE HERALD' in a serif font.The logo for Investor World Review, featuring a globe icon followed by the text 'Investor World Review' in a serif font.

TASTE ASIA provides global media coverage, reaching over 3000 media outlets in the US, UK, EU and beyond

Coverage spans AP NEWS, imprints of ABC, NBC, CBS, FOX, and many more.

Ensures impactful branding and international recognition for featured artists and works.

Boost Your Brand!



Google News



- **Associated Press:** Reaching 50% of the global population.
- **Benzinga:** 5 million monthly visitors.
- **Nexstar:** 68% penetration in U.S. households.

TASTE ASIA

Key Partnerships

- **Search engines:** Google News, Yahoo, Bing, Ask.
- **AI Integration:** CHAT GPT registration
- **EIN Press Wire:** Coverage on industry networks.

Being featured in *TASTE ASIA* magazine means gaining exposure across over 3,000 media outlets in the US, UK, EU, and beyond.

Being featured in *TASTE ASIA* magazine means having your interview showcased in several more British magazines, each with unique titles, captions, and write-ups.



The Showcase HUB...

BEST OF



GET LISTED: We select and showcase restaurants, dishes, products on the 2026 Best of Taste Asia pages both online and print edition.



THE ULTIMATE SUSHI DESTINATIONS YOU MUST TRY

London's sushi scene is one of the most exciting in the world. From vintage-style izakaya to modern, sleek dining rooms, London's Japanese food scene is constantly evolving with local, contemporary creativity. From traditional omakase to modern fusion, the capital offers an exceptional range of experiences that will leave you at every level.



In this essential guide, we bring together the ultimate sushi destinations in the capital by area. London's food scene has been selected for its quality, authenticity, and the ability to deliver something truly exceptional – whether it's a traditional omakase or a modern twist on the classic. Each list includes the name, location, and contact details for each restaurant, so you can explore the best of London's sushi scene.

<p>Red Snapper 4.7 • Japanese restaurant</p> <p>Sushi Revolution specialises in Japanese omakase with our master chefs, offering traditional hand rolls, sashimi and plates, and an intimate atmosphere that makes it a dining experience to remember.</p> <p>Open until 22:30</p> <p>24 Vauxhall Place, London EC2A 4PU 020 7547 7111 https://www.sushirevolution.co.uk</p>	<p>Fugu 4.4 • Sushi restaurant</p> <p>Fugu offers expertly crafted sashimi, nigiri, and hot nigiri, served in a warm, inviting setting. Enjoying a perfect balance of traditional Japanese and contemporary fusion.</p> <p>Open until 22:30</p> <p>79 Church Street, London W1A 2DQ 020 7254 4023 https://www.fugusushi.co.uk</p>	<p>Red Snapper 4.7 • Japanese restaurant</p> <p>A top-notch balance between authentic, traditional Japanese (in both terms) and a modern, "high-tech" feel, with contemporary food and strong presentation.</p> <p>Open until 22:30</p> <p>42 Devonian Street, London W1B 5BB 020 7276 1077 https://www.fishbar.co.uk</p>	<p>Torched Scappas 4.8 • Sushi restaurant</p> <p>One of the most budget-friendly sushi spots in London that still delivers exceptional food and contemporary atmosphere during its history.</p> <p>Open until 22:00</p> <p>48 Greatcourt St, London WC1A 1LQ 020 7410 0260 https://www.scappas.com</p>	<p>GAF London 4.7 • Japanese restaurant</p> <p>A luxury multi-course omakase dining room with high-end ingredients, a superb mix of omakase and nigiri, and a focus on the food.</p> <p>Open until 00:30</p> <p>88 Piccadilly, London W1A 1JL 020 7493 0044 https://gafjapaneserestaurant.com</p>	<p>Sushiko 4.6 • Japanese restaurant</p> <p>A classic Japanese sushi restaurant group known for its commitment to quality and attention to detail, offering a variety of omakase and nigiri options.</p> <p>Open until 22:30</p> <p>79 Fleet Street, London EC4A 3DF 020 7343 3633 https://www.sushikolondon.com</p>
<p>Kikkoman London 4.5 • Japanese restaurant</p> <p>Not purely traditional, this is a modern Japanese restaurant. It serves a mix of omakase, sashimi, nigiri, and a range of other traditional dishes.</p> <p>Open until 22:30</p> <p>Market Lane, London EC2M 4JY 020 7440 7200 https://www.kikkoman.co.uk</p>	<p>Zuma London 4.5 • Japanese restaurant</p> <p>A great mix of traditional Japanese dining, a modern sushi bar, and a high-quality and vibrant atmosphere.</p> <p>Open until 22:00</p> <p>5 Raffles Pl, London EC2A 1JL 020 7584 1219 https://www.zumalondon.com</p>	<p>Sushiko 4.5 • Japanese restaurant</p> <p>A more affordable, highly rated omakase restaurant. Sushiko's omakase is a great value for money and a high-quality and vibrant atmosphere.</p> <p>Open until 22:30</p> <p>2 White Court Ln, London E1 7DR 020 7345 4738 https://www.sushikolondon.com</p>			

The Showcase HUB... FRINT



COOL SIDE:

- One to five pages State-of-the-Art design page templates are provided for approval.
- Good for archiving.
- Suitable for showcasing in offices and homes.
- Great gift to present to others.
- Helps build trust with readers.
- Provides tangible credibility and prestige.
- Features high-quality photography and pages.
- Creates a tangible impact.
- Increases visibility.
- Opens doors for collaborations and connections.
- Contributes to legacy and memorability.
- Aids in influence building.
- Helps establish yourself or your brand as an authority in the industry.

TECHNICAL SIDE:

The magazine is available in print across over 190 countries and more than 40,000 retailers and platforms. This enhances your restaurant recognition globally and supports your SEO and marketing efforts.



The Showcase HUB...

FLIP



In addition to being available online, in print, and as a podcast, your interview is also featured in the interactive FLIP magazine. This includes links to your business website, social media accounts, podcasts, and even videos.

"You're only as good as your last performance. Get good reviews and they're all you think about. Get bad reviews and they ruin your day."
- **Gordon Ramsay**

The Showcase HUB... eMail & Social Media



We have a database of over 60,000 email contacts spanning various industries, including business, literature, art, and beauty, which we utilize for email marketing.

While we haven't heavily invested in our social media presence yet, we have the capacity to ensure your posts are liked and shared by thousands, if needed. Please contact us for more information about this service.



TASTE **A⁺ASIA**

...rates

DPS (Double-Page Speed): £2.000

FULL PAGE: £1200

BACK COVER: £3000, Inside Cover: £2000

COVER: Please contact us for details.

Terms and conditions apply

MEDIA EXPOSURE: £1200

Award of Culinary Excellence

Flavours of Taste Asia award stands as a distinguished accolade in the culinary world, specifically designed to honour the UK's most outstanding and inviting Asian restaurants. This prestigious award is the culmination of a meticulous evaluation process, where each establishment is visited, its offerings tasted, and its ambiance assessed by our seasoned food writers.



TASTE **ASIA**

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YOU

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