

RTÉ GUIDE taste

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Our 30-page winter food special, Taste Magazine, will feature seasonal recipes from top Irish and international chefs and cooks, providing all the inspiration you need for your Christmas cooking and baking. It will also include the latest news and new creations from Irish food and drinks producers, along with a dedicated foodie Christmas Gift Guide.

This magazine will be stitched into the centre of the RTÉ Guide, which hits the shops on **Monday, 3rd November**. The issue will be supported by a nationwide TV advertising campaign, and a team of merchandisers will be on the ground at retail to ensure prime in-store positioning. Point of Sale posters and shelf talkers will also be used to drive maximum copy sales.



NEW SPONSORSHIP OPPORTUNITY

Magazine Reach

The RTÉ Guide remains Ireland's largest-selling magazine, with a reach of **245,000 adults**, including **155,000 main shoppers** (TGI 2022 R1).

Key Dates

On Sale:

3rd November 2025

Booking Deadline:

1st October 2025

Copy Deadline:

3rd October 2025

Price on Application