



delicious.
MEDIA PACK

WHAT IS delicious.?

- delicious. is the place to go, in print, online or on social media, for the world's discerning food lovers.
- It's a top-quality UK brand, bringing readers beautifully photographed, rigorously tested recipes (8.5K online and counting), plus cookery know-how, reviews and the latest stories and opinions from the world of food.
- In the world of delicious., whether it's a quick midweek meal, a weekend feast or a sleeves-rolled-up baking project, cooking is always fun and inspiring.
- Loyal fans know, in a world of information overload, delicious. offers recipes that work and a voice they can trust. They engage with the expert knowledge of the editorial team and five-star contributors, as well as with hundreds of thousands of other fans on its social media channels.

“Ohhhhh this looks incredible – I can taste it from here” @FEAST_QUEENS_



“I see delicious. as my friend and teacher in the kitchen” CHANA



REACH

OVERALL Nearly 2 million monthly global users and readers

MONTHLY PRINT/DIGITAL MAGAZINE

READERSHIP 170K (ABC 52.5K)

SOCIAL MEDIA FOLLOWERS

Facebook 750K; Instagram 360K; Twitter 250K;
10 million monthly Pinterest views;
newsletter 34K subscribers (37% open rate)

AUDIENCE

WEB 75% UK, mainly urban, 50:50 female/male,
77% of visits on mobile or tablet

PRINT 71% ABC1, 30% AB, 77% female, average
age 45, 70% homeowners, 58% have children

SOCIAL 80% female, 50% aged 25-44

PARTNERS

Having true independence means **delicious.** can choose the best media partners such as the internationally respected *Great Taste Awards*, ensuring **delicious.** delivers trusted and taste-tested ingredients and products. We regularly work with top brands such as *Knorr, Mars, Onken, Dr Oetker, Alpro* and *Fisher & Paykel*.

MEDIA OFFER

Talk to us about our full range of options including **social campaigns, tailored newsletters, cross-brand promotions** and **full site takeovers**, as well as the more traditional formats in print and online.

RATE CARD

DIGITAL Leaderboard £20 cpm; mobile banner £30 cpm; desktop takeover £100 cpm; organic Facebook post £2,000; newsletter sponsorship £3,000–£6,000

PRINT Page £6,750; advertorial £9,450 (production £1,500)

*Contact Immediate Media for more information
020 7150 5394 jason.elson@immediate.co.uk*

“ I used to live on
takeaways and ready meals...
delicious. taught me how to cook
and how to feed my family well.

Thank you.” SALLY





CONTACT US

Looking to advertise with delicious?
020 7150 5439 liz.reid@immediate.co.uk

Looking to partner with delicious?
020 7150 5039 roxane.rix@immediate.co.uk

delicious. is produced by Eye to Eye Media,
a leading food content agency.
70 Newcomen Street, London SE1 1YT

Looking for bespoke recipe writing,
food content creation, photography or video?
adrienne.moyce@eyetoeyemedia.co.uk



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