

A top-down photograph of four different focaccia breads arranged on a dark green, textured wooden surface. The breads are golden-brown and topped with various ingredients: one with cherry tomatoes, one with a whole tomato, one with artichokes and a tomato, and one with a rosemary sprig and olives. Drizzles of olive oil and small pieces of salt are scattered around the breads.

# delicious.

Make.Eat.Share®

MEDIA PACK

cycloeyemedia

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# WHAT IS THE BRAND

The **delicious.** DNA

We build skills and empower our audience via foolproof, inspirational recipes, brought to life by the best food photography in the business. Our recipes, combined with a unique mix of quality writing, seasoned with warmth and integrity, form a package people trust – a package that both informs and entertains.

**53k**  
PRINT CIRCULATION

**173k**  
PRINT READERSHIP

**4.5m views**  
DIGITAL

**2.5m**  
SOCIAL FOOTPRINT

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# MAGAZINE

## PRINT & DIGITAL VERSION

The monthly magazine is published in real time due to the seasonal nature of food. Available by subscription in print and digital formats, and through the UK newsstand and in selected outlets worldwide.

### KEY STATS:

- ABC audited 52,661 Jul to Dec 21
- 23,447 paid subscriptions
- 99% actively purchased in the UK
- 173k total readership
- 68% female, 32% male
- AB audience 45%
- 71% ABC1
- Ages: 38% 18-34, 19% 35-44, 28% 45-64, 15% 65+
- 5.9x more likely to be indulgent foodies
- Key trends: indulgence, lifestyle, travel, skills, seasonality
- 43% are willing to spend more on products in order to be sustainable
- 17% YoY increase in traffic to 'food wastage' and 'sustainable recipes'
- 55% of **delicious.** audience say sustainability concern have grown since Covid

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# DIGITAL

[www.deliciousmagazine.co.uk](http://www.deliciousmagazine.co.uk)

The website has over 9k fully tested recipes, along with articles, skills and food stories from around the world. The site boasts a number of collections designed to make it easier for the user to achieve great things in their kitchen.

## AVERAGE MONTHLY UK PAGE VIEWS

4.5m  
rising to

6.3m  
at peak time

## AVERAGE MONTHLY GLOBAL PAGE VIEWS

6.5m  
rising to

9m  
at peak time

## AVERAGE MONTHLY UK USERS

1.8m  
rising to

2.5m  
at peak time

## AVERAGE MONTHLY GLOBAL USERS

2.6m  
rising to

3.6m  
at peak time

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# SOCIAL



Food-focused, highly engaged audiences, with 80% female followers on Facebook, Instagram and Pinterest. **delicious.** food lovers is a dedicated Facebook page with over 1.4k **delicious.** fans that can be utilised as digital feedback panel.

## 735k

FACEBOOK FOLLOWERS

## 1.3k

FACEBOOK FOOD  
LOVERS' MEMBERS

## 386k

INSTAGRAM FOLLOWERS

## 248k

TWITTER FOLLOWERS

## 1.4m

PINTEREST FOLLOWERS

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# NEWSLETTERS

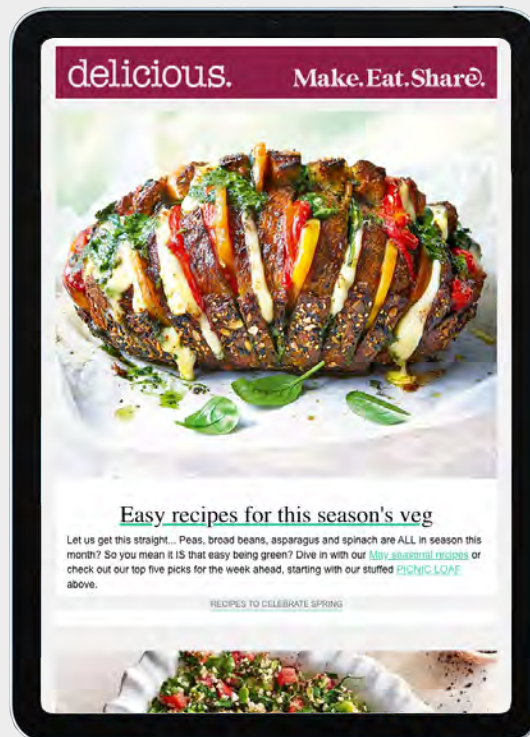
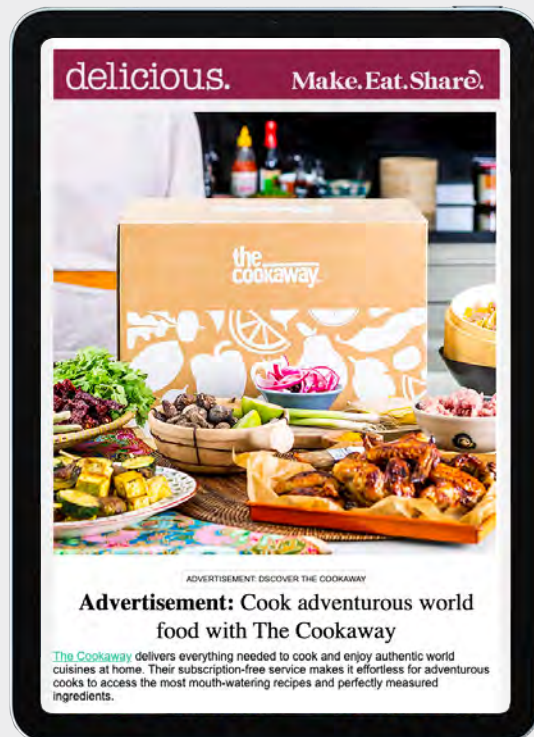
Seasonally themed around ingredients, menus, events or other specific topics. Broadcast up to 3 times a week, along with an offer and competition led newsletter.

Contact us for more information if you'd like to feature a product or event or send a bespoke newsletter to the **delicious.** fans.

41k  
CONTACTS

45%  
AVERAGE OR

5%  
AVERAGE CTR



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# COMPETITIONS

Competitions appear regularly in print, on our website and on our social platforms.

## WEBSITE

Competition entry levels vary depending on the prize and entry mechanism. On average, a competition has 20k views, and entries tend to be about 30% of this.

- Max 2 per month
- Minimum perceived value prize of £500
- Maximum of two prizes
- Competitions run for one calendar month
- Opt-in data is available for 3rd parties

## SOCIAL

- One Instagram competition a month, with a 'follow, tag and share' style entry
- Run over a short period, eg 2-3 days
- Minimum perceived value prize of £250 or a 'money can't buy'
- Minimum followers for partnership account: 50k+

## PRINT

- Single page prize value £1,000
- Opt-in data available

Is this email not displaying correctly? [Click here to view in browser](#)

**delicious.** Make. Eat. Share.

**NIELSEN-MASSEY**  
FINE VANILLAS & FLAVORS



WIN WITH NIELSEN-MASSEY

**Win a Nielsen-Massey hamper and SMEG food mixer worth £500**

To mark Her Majesty's Platinum Jubilee, we've teamed up with Nielsen-Massey, makers of premium vanilla extracts and flavours, to offer you the chance to win a wonderful SMEG food mixer and a hamper full of Nielsen-Massey's favourite Gourmet Vanilla Extract, Lemon Extract and Almond Extract – ideal for creating memorable bakes bursting with flavour, and sweet treats fit for a queen

delicious. competition.

**TWO KitchenAid Artisan espresso machines and coffee grinders to be won!**

Each prize worth over £600\*



**ARTISAN ESPRESSO MACHINE FEATURES**

- Dual smart temperature sensors
- 15-bar Italian pump
- Commercial-grade portafilter
- Water heated in less than 45 seconds
- Steam wand froths milk and dispenses hot water
- Five-year warranty

**ARTISAN COFFEE GRINDER FEATURES**

- Commercial-grade stainless steel burrs for superior grinding
- Variable grind size
- Automatic smart dosing

**TO ENTER THE COMPETITION AND FOR FULL T&Cs VISIT [DELICIOUSMAGAZINE.CO.UK/PROMOTIONS](https://deliciousmagazine.co.uk/promotions)**

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Get our newsletter for offers & more  
[deliciousmagazine.co.uk/newsletter](https://deliciousmagazine.co.uk/newsletter)

\*PRIZE VALUE BASED ON CURRENT RRP

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# RATE CARD PRINT

## PRINT DISPLAY

Page	£6,750
Front half page	£7,400
DPS	£12,825
Front half DPS	£14,060
Covers	£7,750

## ADVERTORIALS

Page	£9,450 + £1,500 production
DPS	£14,250 + £2,500 production

## INSERTS

A5 single sheet	£45 per 1,000
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## COMPETITION

Page	£1,000
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# RATE CARD DIGITAL

## STANDARD DISPLAY FORMATS

Leaderboard	£20 cpm
MPU	£25 cpm
HPU	£30 cpm
Billboard	£30 cpm
Pre-roll	£45 cpm

## MOBILE DISPLAY FORMATS

Mobile banner	£30 cpm
Mobile Interscroller	£30 cpm

## HIGH IMPACT

Desktop takeover	£50 cpm
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## SOCIAL

Paid Facebook/Instagram post	£2,000
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## CONTENT CREATION

Competition package	£3,000 - £15,000 per month
Newsletter solus sponsorship	£3,000 - £6,000
Newsletter advertorial slot	£800

## COMPETITION

Online	from £2,500 (prize £500+)
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# CONTACT US TO FIND OUT MORE

## **ADVERTISING ENQUIRIES**

---

IMMEDIATE MEDIA

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## **MARKETING, PROMOTIONS AND ALL OTHER ENQUIRIES**

---

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# SPECIFICATION FOR BOUND INSERTS

**Format** To avoid confusion, please quote all insert sizes as height (head – foot) x width (spine – foredge).

For example, 276 x 215 not 215 x 276.

Size: Maximum 276mm x 215mm (trimmed size)

Minimum sizes 150mm x 120mm (all insert sizes can be discussed)

## TRIM ALLOWANCE IF SAME SIZE AS THE MAGAZINE

- 10mm head trim
- Minimum 5mm foot trim
- (head trim & foot trim is reversed for any product knocked to the foot). Minimum 3mm foredge
- 3mm grind off

## TRIM ALLOWANCE IF SMALLER THAN THE MAGAZINE

- 10mm head trim
- (head trim is reversed for any product knocked to the foot).
- 3mm grind off
- Foredge and foot trimmed to size
- Pagination: minimum of 2 pages. Gatefold or other foldouts or inserts containing foldouts must be

submitted as dummies or samples for approval (before acceptance of booking). Any inclusion material required to fall short on either the height or width dimension must be a minimum of 5mm smaller than the finished size.

- Gatefolds: 6pp roll fold finished size 1pp 6pp 276 x 210 (left hand page)
- 2pp 5pp 276 x 205 (centre page)
- 3pp 4pp 276 x 200 (right hand page)
- 8pp double gatefold 1pp 4pp 276 x 210 (left hand page)
- 2pp 3pp 276 x 205 (left hand flap)
- 5pp 8pp 276 x 200 (right hand page)
- 6pp 7pp 276 x 195(right hand flap)
- When supplying a 4pp gatefold insert please allow a minimum of 13mm from the bind edge of the insert to the foredge of the flap (this includes a 3mm grind off). A minimum of 5mm from the foredge of the finished magazine size must also be observed.
- Perforations: perforations must be positioned at least 15mm from the spine of the product. Any perforation should not be too heavy as problems will be encountered during the binding process.

## PAPER

**Substances** No lighter than 150gsm for a 2pp section. No lighter than 75gsm for a 4pp to 16pp section. Grammages over 350gsm are subject to approval.

Any gatefold or other foldout should have a minimum paper substance of 150gsm.

All foldouts must be approved before acceptance of booking.

**Presentation** Preferred as pressure bundled sections suitable for automatic loading up to a maximum length of 1200mm, with non-returnable stiff end boards. Stacked on non returnable pallets with consistent turns of no less than 50's, same way up and same way round, suitable for loading by hand in to high speed binding equipment. A minimum wastage allowance of 2% in excess of booked quantity should be delivered.

**Position** Bound inserts can be positioned between any two sections of the magazine. Inserts of 4pp or less cannot be positioned as the first or last section of a book.

## CONTACT

EYE TO EYE MEDIA

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07814 964 403

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# SPECIFICATION FOR LOOSE INSERTS

**Pagination** From a single sheet to a maximum of 32 pages with a single spine (no concertina folds or other loose edges on edge to be fed into magazine). Format: Minimum size: 148mm x 105mm  
Maximum size: 255mm x 185mm

Loose inserts must be smaller than the magazine they are being inserted into. They must be 20mm smaller on the head to tail measurement and 30mm smaller on the spine to fore-edge measurement.

Minimum thickness: 2 page 100gsm

Maximum thickness: 350gsm subject to approval

## 32pp Inserts

It is possible to insert up to a maximum pagination of 32pp although this will be classified as a booklet and will incur extra charges.

These charges will depend on the pagination and paper grammage or substrate. The Publisher will be able to advise you on the implications of the above.

- We can not insert more than one maximum pagination (32pp) insert at any one time.
- After a maximum pagination, we can insert 1 x 16pp or 1 x pre packed envelope plus:
- 4 x combinations of 2pp 4pp or 8pp loose inserts.

## PAPER

**Substances** No lighter than 150gsm for a single leaf

No lighter than 70gsm for a 4pp or 6pp insert

No lighter than 48gsm for an 8pp to 64pp insert

No greater than 80 gsm for an 8pp to 48pp insert

No greater than 60gsm for a 64pp insert

**Presentation** Stacked on non-returnable pallets with consistent turns of no less than 100's, same way up and same way round, suitable for loading by hand in to high speed binding equipment. If inserts are unable to be bulk stacked due to size and shape, they should be suitably packed in easy to open cartons before palletising. Bundles must not have any film wrap or elastic bands  
Cartons used should be to the correct size to prevent transit damage

A minimum wastage allowance of 2% in excess of booked quantity should be delivered

If the bulk of an insert causes the bundles to become unstable and as a result unsafe to palletising as normal then the magazines may have to be boxed at additional cost.

N.B Due to machine limitations our target efficiency for loose inserts and tip ons is 95%.

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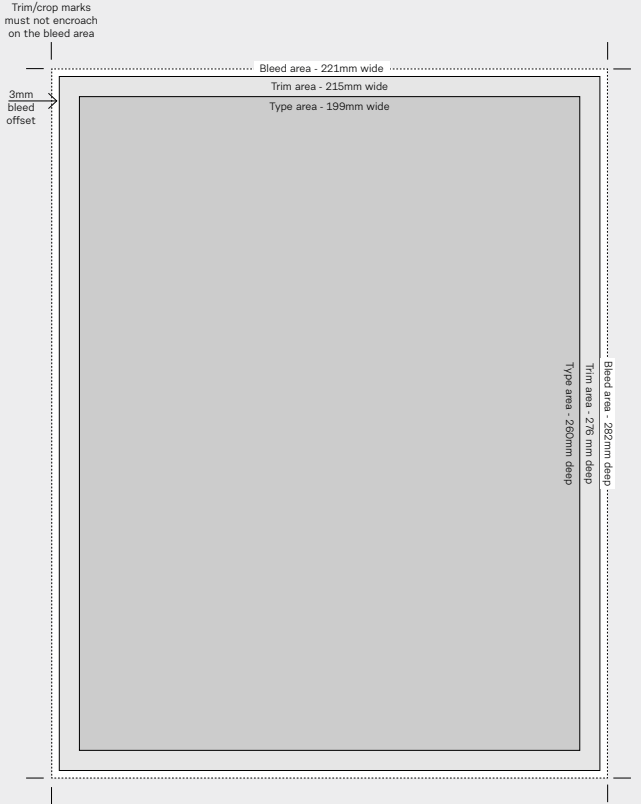
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PDF File guidelines

All page PDFs must be supplied as X1a2001 ( version1.3) files with the page position centred, with trim marks and trim box set out as below



# SPECIFICATION FOR DISPLAY ADVERTISEMENTS

ALL SIZES IN MILLIMETRES	BLEED	TRIM	TYPE
Full page	282 x 221	276 x 215	260 x 199
DPS (supplied as two single PDF'S)	282 x 436	276 x 430	260 x 414
Half page horizontal			122 x 199
Half page vertical			260 x 85
Quarter page vertical strip*			260 x 40
Quarter page*			125 x 85

All measurements given as height (mm) x width (mm)  
**Please note: bleed is 3mm on each side**  
\*If you are supplying a fractional ad, please note that they do not require any bleed as they are set to type size.

We can accept files via most delivery methods, eg. Adsend, Specle, Adstream, WeTransfer etc.  
Files of 8mb or less can be emailed directly to your Ad Services contact.  
Please speak to us regarding any alternative delivery methods.

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# SPECIFICATION FOR DISPLAY ADVERTISEMENTS

## Document preparation

- Fonts: Minimum 6pt standard fonts, 10pt script and fine serif
- Document setup: Page ads must be supplied as PDFs only, upright and read left to right
- Important notes: Thin lines, box rules, medium and small size type matter and detail should ideally be reproduced in one colour
- Reverse lettering should be produced with a minimum of colour, using the dominant colour for the shape of the letter, and making lettering in subordinate colours slightly larger to reduce register problems
- PDFs cannot be amended by Immediate Media Co
- File specification: Type area ads must be supplied centred within the relevant trim size

## Checklist

- The advert is a PDF Version 1.3 (X1a: 2001) compliant with Pass4Press guidelines detailed at: [www.ppa.co.uk/resources/guides-and-standards/production/pass4press/](http://www.ppa.co.uk/resources/guides-and-standards/production/pass4press/)
- Dimensions are correct (see table on page 1 of specs)
- Trim marks aren't encroaching into bleed area
- Live matter is 8mm away from trim
- All images and colours are CMYK & 300dpi
- All fonts are embedded or outlined
- Standard fonts are a minimum of 6pt
- Any transparency is flattened at high resolution
- DPS ads contain 3mm allowance either side of the gutter (This allowance should be on the spine edge and within trim width)
- Please avoid placing important live matter in this gutter area
- Please don't split text over a DPS)

Immediate Media Co will not accept responsibility for content or colour inaccuracies resulting from failure to provide files according to the above specification.

In all instances, the advertiser will bear sole responsibility for ensuring that any advertisement material sent to Immediate Media is supplied both correctly and to the above specifications. We do not require a hard copy proof and any proofs supplied will not be passed on to the printer.

Immediate Media Co will use all reasonable endeavours to minimise the impact of non-conforming files but will not accept responsibility for any failure to achieve the desired result. For full terms and conditions please visit our website: [www.immediate.co.uk/advertising-terms/](http://www.immediate.co.uk/advertising-terms/)

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