



delicious.



# WHAT IS delicious.?

delicious. is an award-winning destination for food and drink lovers.

An aspirational cross-platform brand that brings dynamic food and drink content to life across print, digital, social and video.



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# delicious. NUMBERS:

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9m

VIEWS  
DIGITAL

2.5m

SOCIAL  
FOLLOWERS

45.5k

PRINT  
CIRCULATION

173k

PRINT  
READERSHIP

54k

NEWSLETTER  
SUBSCRIBERS

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# AUDIENCE

68%

FEMALE

45%

AB AUDIENCE

32%

MALE

71%

ABC1



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## KEY STATS

38%

Ages 18-34

19%

Ages 35-44

28%

Ages 45-64

15%

Ages 65+



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# KEY INSIGHTS

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5.9X

more likely to  
be indulgent  
food lovers

73%

inspired to travel  
and discover  
new food

43%

are willing to  
spend more on  
sustainable  
products

17%

YoY increase in  
traffic to 'food  
wastage' and  
'sustainable recipes'



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# RATE CARD PRINT

## PRINT DISPLAY

- Page £7k
- Front half page £8k
- DPS £13k
- Front half DPS £14k
- Covers £8k

## ADVERTORIALS

- Page £10k + production
- DPS £14k + production

## INSERTS

- A5 single sheet £45 per 1,000

## COMPETITION

- Page £1k



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# RATE CARD DIGITAL

## STANDARD DISPLAY FORMATS

- Leaderboard £20 cpm
- MPU £25 cpm £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





# RATE CARD

## SOCIAL & COMPETITIONS

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### CONTENT CREATION

- Standard recipe video £5k
- Hosted recipe video £7.5k
- Video on location Please enquire
- Competition package £3k - £15k per month
- Newsletter solus sponsorship £3k - £6k
- Newsletter advertorial slot £800

*Newsletter average OR 50%*

*Newsletter average CTR 5%*



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# RATE CARD SOCIAL & COMPETITIONS

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## SOCIAL

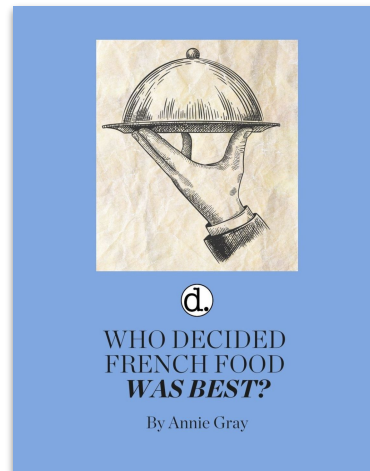
- Facebook/Instagram post £2k

## COMPETITION

- Online from £2.5k (prize £500+)

*Competition average CTR 5%*

*Competition average entry: 50%*



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# SAMPLE PACKAGES

## Digital-only content creation

IDEAL FOR PROMOTION OF INGREDIENTS/NEW PRODUCTS

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- 3 recipes developed by the *delicious.* food team
- 3 recipe videos (including cut-downs for social media) using key ingredient/product
- Key ingredient swap within up to 10 existing recipes on *delicious.* website
- 1 x day of photography of products/ingredients (up to 6 images)
- Sponsorship of relevant recipe collections/hub
- Newsletter inclusion promoting ingredient or product
- *delicious.* social media support – access to 2.5M followers.

Budget required: £35k

Incl: IP licensed for 12 months



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# SAMPLE PACKAGES

## Print & digital

IDEAL FOR PROMOTION OF INGREDIENTS/NEW PRODUCTS

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- Up to 3 recipes developed by the *delicious.* food team
- 3 recipe videos (including cut-downs for social media) using key ingredient/product
- 3 recipe features in *delicious.* magazine
- Key ingredient swap for up to 10 existing recipes on *delicious.* website
- Sponsorship of relevant *delicious.* recipe collections or hub.
- Solus newsletter promoting ingredient or product
- *delicious.* social media support – access to 2.5M followers

Budget required: £50k

Incl: IP licensed for 12 months



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# SAMPLE PACKAGES

## Data collection

### IDEAL FOR PROMOTION OF INGREDIENTS/NEW PRODUCTS

- *delicious.* solus newsletter with competition
- 2 x video reels showcasing the prize or product/promotion with CTA
- 1 x day of photography of products/ingredients/promotion (up to 6 images)
- Social media promotion on *delicious.* socials – access to 2.5M followers
- Advertising support across *delicious.* magazine website (500k imps)
- 1 x advertorial page in *delicious.* magazine featuring the competition with data collection points

Budget required: £50k

Incl: IP licensed for 12 months

advertisement promotion.



### Sticky toffee pudding

Serves 9 Hands-on time 20 min  
Oven time 40 min

- 250g dates, pitted and chopped
- 40g Werther's Original Butter Candies, whizzed to a powder in a processor
- 80g light muscovado sugar
- 100g unsalted butter
- 2 medium free-range eggs
- 1 tsp vanilla extract
- 200g self-raising flour
- 1 tsp baking powder

**For the sauce**

- 80g Werther's Original Butter Candies, whizzed to a powder in a processor
- 50g unsalted butter
- 250ml double cream

**1** Heat the oven to 180°C fan/gas 4. Line a 20cm square sandwich tin with baking paper. Put the chopped dates in a large bowl and cover with boiling water. Soak for 10 minutes, then drain.

**2** Meanwhile, beat the 40g ground Werther's Original Butter Candies, sugar and 100g butter together until pale and creamy, then mix in the eggs one at a time. Add the vanilla and soaked dates, then stir in the flour and baking powder until fully combined. Scrape the mixture into the prepared tin and level the top with the back of a spoon. Bake for 40 minutes or until a skewer pushed into the centre comes out clean.

**3** Gently cook all the sauce ingredients in a small pan over a medium heat until everything has melted together into a thick, golden sauce. To serve, cut the pudding into squares and drizzle over the sauce.

## Bake spirits bright

Werther's Original are perfect for every occasion... Unwrap their magic this festive season with a recipe that takes comfort-puddings to a whole new level

**F**rom bonding with loved ones to cooking cherished family recipes, this time of year is full of moments that will warm your heart - much like enjoying a Werther's Original. Made with fresh cream, butter and a whole lot of care and attention, these moreish caramels can help you find a little piece of warmth whenever you need it.

For long-lasting enjoyment, you can't beat the classic Butter Candy, while the Creamy Toffee is rich, chewy and endlessly satisfying. Better yet,

both these caramels are available sugar free, too. And then there's the irresistible Creamy Filling, with its smooth caramel cream centre encased inside a crunchy butter candy shell.

Of course, they're great for enjoying on the go, but did you know these much-loved candies also work a treat in your cooking? If you're looking for the ideal dessert to dish up this Christmas, it doesn't get much better than a sticky toffee pudding, and Werther's Original can help take yours to a whole new level.



For more warmth inspiration, or to find tasty Werther's Original recipes, visit [bit.ly/werthers-del](https://bit.ly/werthers-del) or scan the QR code



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# CONTACT US TO FIND OUT MORE

BRAND PARTNERSHIPS, MARKETING, PROMOTIONS  
AND ALL OTHER ENQUIRIES EYE TO EYE MEDIA

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## ADVERTISING ENQUIRIES IMMEDIATE MEDIA

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