

# delicious.

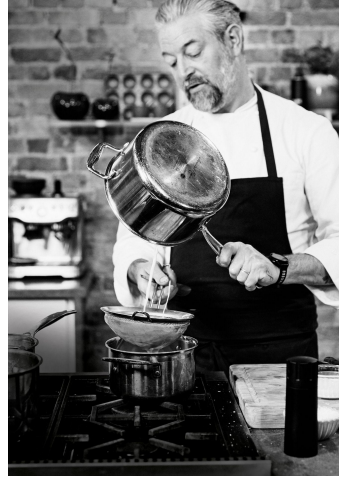
## Media Pack

April 2025

# delicious.

*delicious.* is the go-to for savvy cooks and keen entertainers who care about great food and the stories behind it.

With a quality-driven, highly engaged audience, it's the perfect platform for brands to connect through standout ingredients, inspiring recipes, and rich, story-led video content.



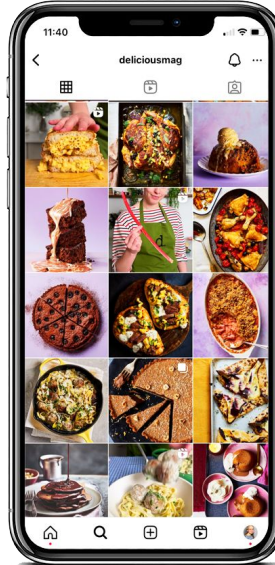
## Our audience channels

delicious.



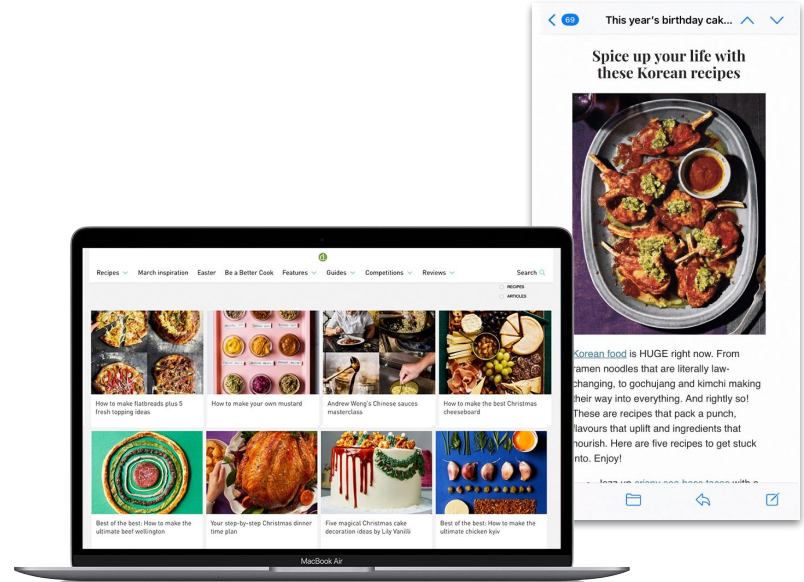
173 k

Monthly  
print readers



2.5 m

Social subscribers  
(Pinterest, IG, Facebook,  
TikTok, YouTube)



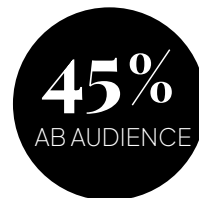
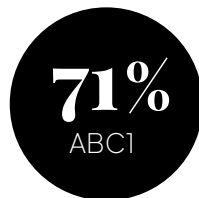
1m

Monthly  
views

55k

Newsletter  
subscribers

## Audience



## Key insights



More likely to  
be indulgent  
food lovers



More likely  
to purchase  
based on our  
recommendations



Cook from  
scratch  
each week



Will spend more  
on sustainable  
products

## Ask us about our delicious. brand panel

1,000 engaged  
members, ready  
for insight and  
activation  
opportunities  
with our  
commercial  
partners.



# 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



# 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



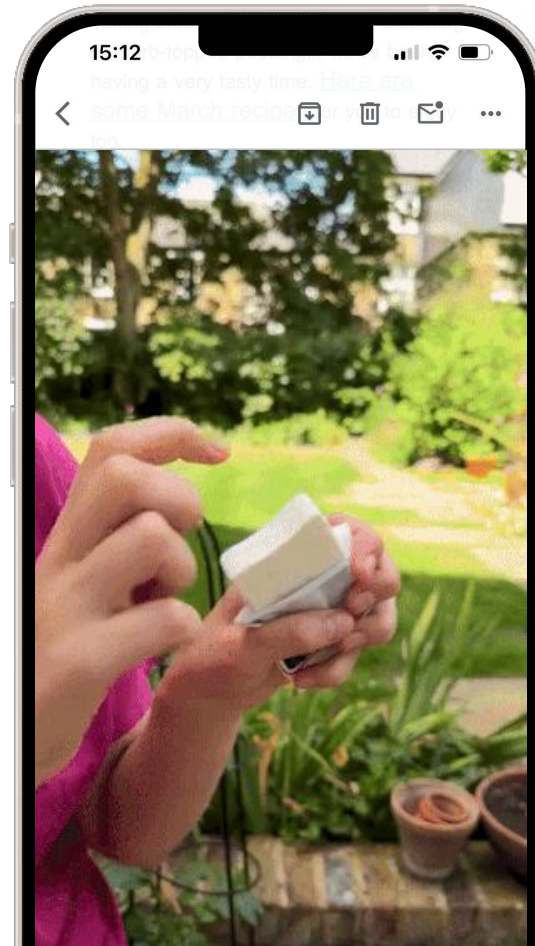
# Rate card Social & Competitions

## 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%*





# Rate card Social & Competitions

## SOCIAL

- Facebook/Instagram post £2k

## PETICOMTION

- Online from £2.5k (prize £500+)

*Competition average CTR 5%*

*Competition average entry: 50%*





To spotlight the diversity, quality, and creativity of Northern Irish producers to a UK-wide audience through an inspiring mix of print, digital, and social content.

## December – Festive Gifting & Cheese boards

- Print & digital cheeseboard feature with purchase links
- Gift guide inclusion (print & digital) & Cheese board social gallery

## January – New Year Spotlight

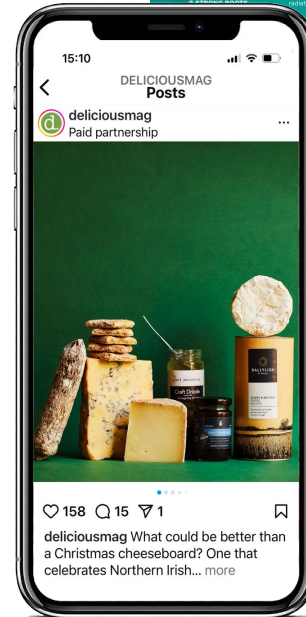
- Full-page print advertorial + Online feature with clickable links
- Social post supporting 'Month of More' theme

## February – Seasonal Self-Care

- Full-page print advertorial + Online feature with purchase links
- Social post around 'Self Love' theme

## Results & impact

This campaign successfully amplified the voices of Northern Irish producers during key trading periods, combining editorial storytelling with shoppable convenience.



# Contact us to find out more

Brand partnerships, Marketing, Promotions  
& all other enquiries Eye to Eye Media

Elizabeth Webber, brand partnerships director  
[elizabeth.webber@eyetoeyemedia.co.uk](mailto:elizabeth.webber@eyetoeyemedia.co.uk)  
07771 772807



# Display Ad Specifications

The following specification details the requirements for a perfect bound magazine printed by web offset and trimmed to 270 x 210 mm. Data must be supplied to the correct size and conform to the File Specifications below.

All sizes in millimetres	Bleed	Trim	Type
• Full Page	276 x 216	270 x 210	254 x 194
• DPS (supplied as 2 single PDFs)**	276 x 432	270 x 420	254 x 404
• Half Page Horizontal*			119 x 194
• Half Page Vertical*			254 x 80
• Quarter Page Vertical (Strip)*			254 x 35
• Quarter Page			122 x 80

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.

\*\*To avoid any cross over images being lost in the gutter, please allow 3mm gutter allowance for step and repeat process

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

YOUR CONTACT IS:

**Chloe Hill** T: +44 (0)20 4516 9505 E: [chloe.hill@canopymedia.co.uk](mailto:chloe.hill@canopymedia.co.uk)

Canopy Media, 57–61 Charterhouse Street, London EC1M 6HA

# Display Ad Specifications

## 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 Canopymedia.
- **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 the 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)

Canopymedia 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 Canopymedia 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.

Canopymedia 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: <https://www.canopymedia.co.uk/copy-of-advertising-terms> • <https://www.canopymedia.co.uk/advertising-terms>



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