



delicious.

Make.Eat.Share®

MEDIA PACK

eye to eye media

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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.

45.5k

JAN – DEC 22

PRINT CIRCULATION

173k

PRINT READERSHIP

4.5m views

DIGITAL

2.5m

SOCIAL FOOTPRINT

CONTACTS: AD SALES AND COMMERCIAL PARTNERSHIPS

Catherine Crosby catherine.crosby@immediate.co.uk - 0207 150 5044

MARKETING AND PROMOTIONS

Jane Geoghegan, Marketing Manager
Adrienne Moyce, Publishing Director

jane.geoghegan@eyetoeyemedia.co.uk - 07952 435636
adrienne.moyce@eyetoeyemedia.co.uk - 07870 640946

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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 concerns have grown since Covid

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DIGITAL

deliciousmagazine.co.uk

The mobile-friendly 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

4.7m
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 used as a digital feedback panel.

720k
FACEBOOK FOLLOWERS

1.8k
FACEBOOK FOOD
LOVERS' MEMBERS

396k
INSTAGRAM FOLLOWERS

257k
TWITTER FOLLOWERS

1.4m
PINTEREST FOLLOWERS

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NEWSLETTERS

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

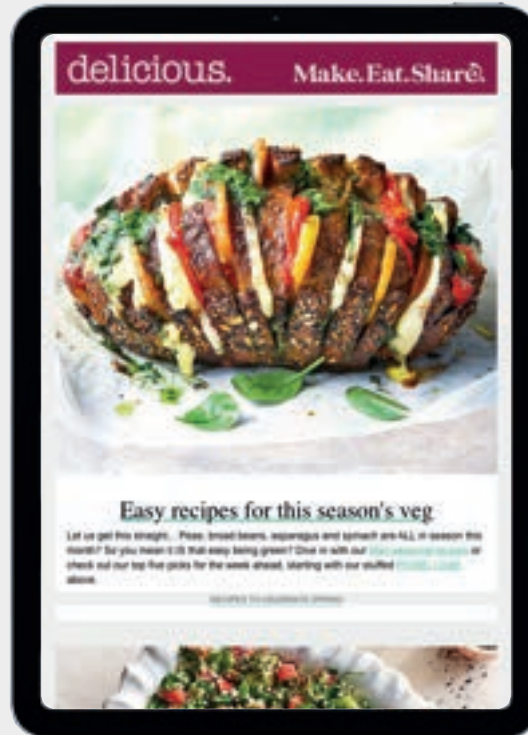
Contact us for more information if you'd like to feature a product or event or send a bespoke newsletter to the **delicious.** fans.

57,934
CONTACTS

51,132
SUBSCRIBERS

45.2%
AVERAGE OR

5%
AVERAGE CTR



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COMPETITIONS

Competitions appear regularly in print, on our website and on our social platforms and are a great way to get your brand message across to a highly engaged, food-driven audience.

WEBSITE

Competition entry levels vary depending on the prize and entry mechanism but our team will be on-hand to help guide you through the best approach. On average, a competition can gain 20,000 pageviews, with average entry levels reaching over 6,000. Gathering opt-in data via competitions can be a great way of boosting your subscriber database.

- 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



delicious. competition.

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



Your morning routine just got a whole lot better. The new Artisan Espresso Machine and Artisan Coffee Grinder from KitchenAid deliver perfect, barista-quality espresso from the comfort of your own kitchen. With their sturdy metal construction and sleek, compact design, these quality appliances will be a welcome addition to your kitchen for years to come. Two readers will each win an Artisan Espresso Machine (RRP £449) in their choice of Almond Cream, Candy Apple, Cast Iron Black or Stainless Steel plus an Artisan Coffee Grinder (RRP £199) in Almond Cream, Candy Apple, Matte Black or Charcoal Grey. [@kitchenaid_uk](mailto:kitchenaid.co.uk)

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

Get our newsletter for offers & more
delicious.magazine.co.uk/newsletter

TO ENTER THE COMPETITION AND FOR FULL T&Cs
VISIT DELICIOUSMAGAZINE.CO.UK/PROMOTIONS

112 deliciousmagazine.co.uk

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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

Cressida Ward

cressida.ward@immediate.co.uk

07775825767

Catherine Crosby

catherine.crosby@immediate.co.uk

0207 150 5044

MARKETING, PROMOTIONS AND ALL OTHER ENQUIRIES

EYE TO EYE MEDIA

Jane Geoghegan, Marketing Manager

jane.geoghegan@eyetoeyemedia.co.uk

07952 435636

Adrienne Moyce, Publishing Director

adrienne.moyce@eyetoeyemedia.co.uk

07870 640946

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. Grammage 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

Jake Hopkins,
Production Director
jake.hopkins@eyetoeyemedia.co.uk
07814 964 403

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Catherine Crosby catherine.crosby@immediate.co.uk - 0207 150 5044

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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%.

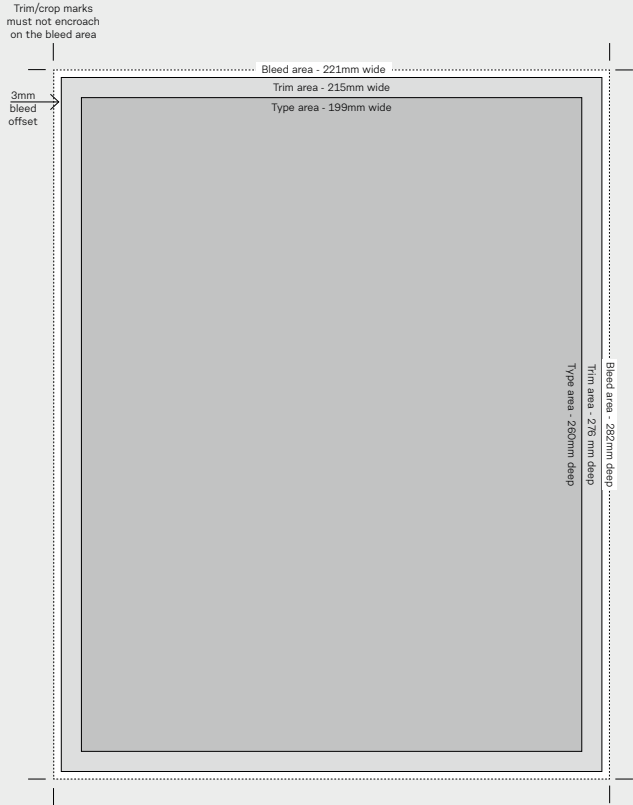
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PDF File guidelines

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. Adsense, 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.

CONTACT

IMMEDIATE MEDIA

Sarah Barker
sarah.barker@immediate.co.uk
020 7 150 5066
Vineyard House, 44 Brook Green
London, W6 7BT

EYE TO EYE MEDIA

Jake Hopkins,
Production Director
jake.hopkins@eyetoeyemedia.co.uk
07814 964 403

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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/
- 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/

CONTACT

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COMPETITIONS PRICE LIST

(DIGITAL ONLY)

BRONZE £250

1-month competition hosting
on deliciousmagazine.co.uk

1 homepage promotion

Minimum prize value: £500

SILVER £500

1-month competition hosting
on deliciousmagazine.co.uk

2 homepage promotions

Minimum prize value: £500

Social media promotion
(Facebook, Twitter,
Instagram)

Opt-in data

GOLD £1000

Flexible competition hosting
on deliciousmagazine.co.uk

2 homepage promotions
+ 1 nav bar spotlight

No minimum prize value

Two social media promotions
(Facebook, Twitter, Instagram)

Opt-in data

Newsletter mention (database 52k)

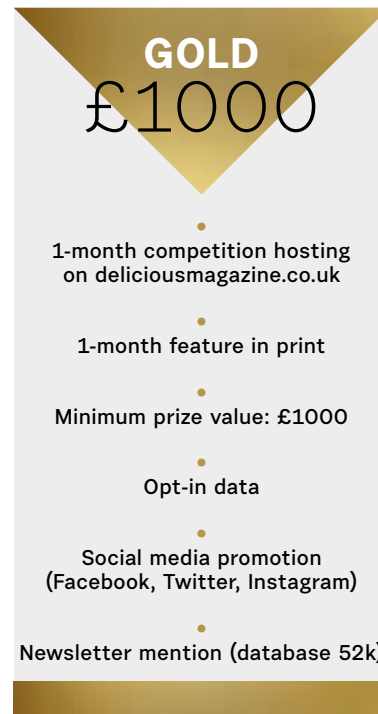
COMPETITIONS PRICE LIST

(PRINT + DIGITAL)



SILVER
£500

- 1-month competition hosting on deliciousmagazine.co.uk
- Full page in print
- Minimum prize value: £1000
- No opt-in data

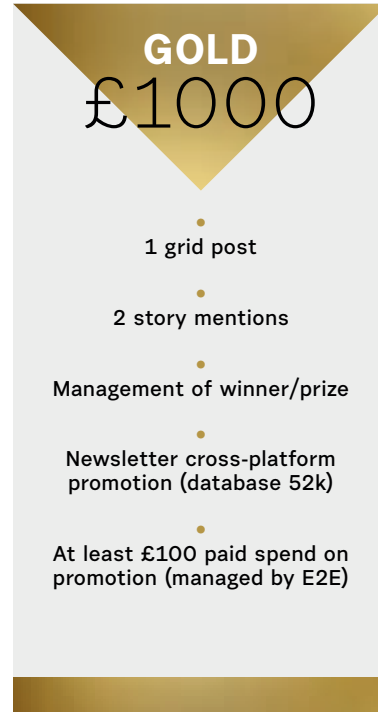


GOLD
£1000

- 1-month competition hosting on deliciousmagazine.co.uk
- 1-month feature in print
- Minimum prize value: £1000
- Opt-in data
- Social media promotion (Facebook, Twitter, Instagram)
- Newsletter mention (database 52k)

SOCIAL MEDIA COMPETITIONS PRICE LIST

(INSTAGRAM-ONLY)



GOLD
£1000

- 1 grid post
- 2 story mentions
- Management of winner/prize
- Newsletter cross-platform promotion (database 52k)
- At least £100 paid spend on promotion (managed by E2E)

The graphic is a vertical rectangle with a gold-colored top triangle and a gold-colored bottom bar. The text is centered within the rectangle.

KEY NUMBERS

DIGITAL COMPETITIONS

Average monthly page views: **22,000**

Average monthly entries: **5,000**

Average data opt-ins: **1,800**

SOCIAL MEDIA

Average competition post reach: **30,000**

Average competition entries: **1000**

Instagram followers: **395, 000**

Facebook followers: **721, 000**

Twitter followers: **247,000**

NEWSLETTERS

Database size: **52,000**

Average open rate: **43%**

Average CTR: **4.1%**