

delicious.

Media Pack

delicious. drives cravings, clicks and conversions.

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.

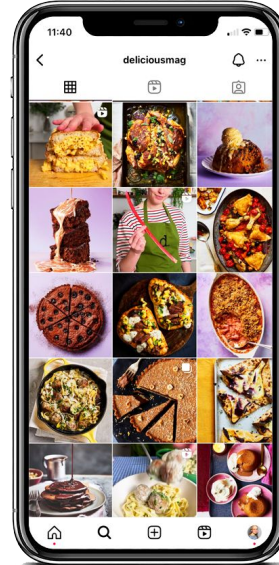


Our audience channels

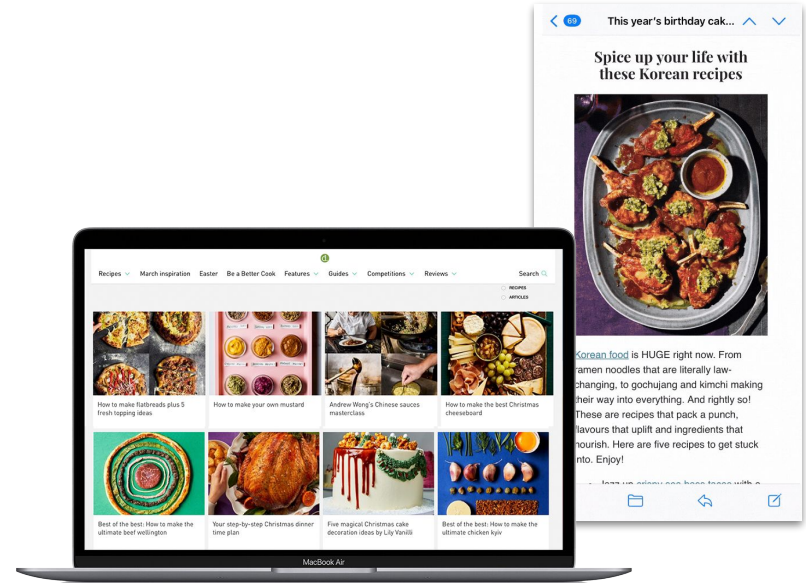
delicious.



173 k
Monthly
print readers



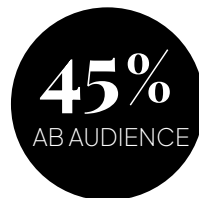
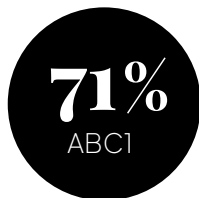
2.5 m
Social subscribers
(Pinterest, IG, Facebook,
TikTok, YouTube)



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



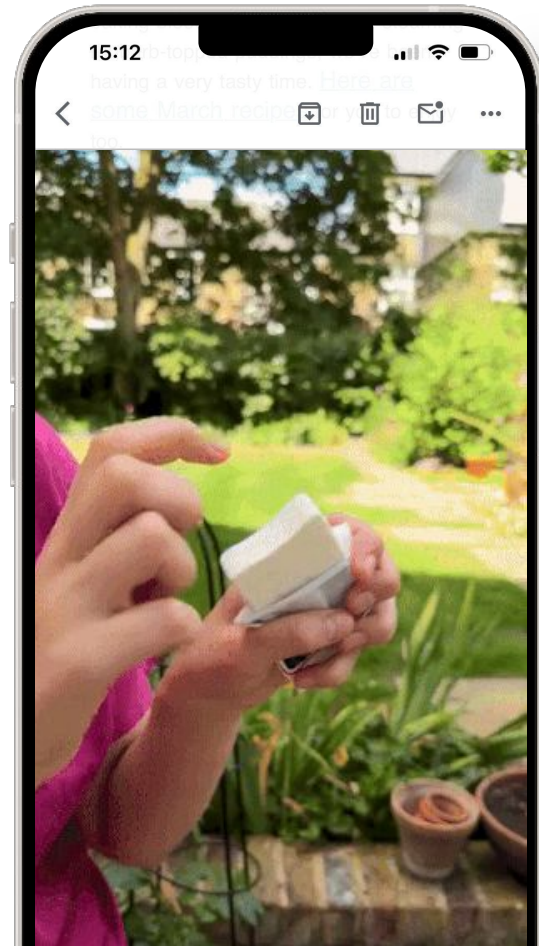
Rate card Social & Competitions

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%





We've partnered with ProCook to bring you deep-dive recipes, tips and insight into some of the most important aspects of food and cooking – all in a bid to help you be a better cook!

Be a Better Cook
with ProCook



GUIDES
Metal, ceramic, glass, enamel: What type of bakeware is best?

ProCook®

Objective:

Build brand awareness for ProCook among the *delicious.* audience by showcasing products in practical, inspiring ways that empower home cooks to elevate their everyday cooking.

Over six months, this integrated campaign ran across print, digital, and social platforms. At its heart was the *Be A Better Cook* series – practical, skills-based editorial covering topics like maximising cast-iron cookware and comparing ceramic vs steel bakeware.

ProCook products were featured in over 50 relevant online recipes, with additional exposure through recipe-style videos, dedicated social content, and six newsletter placements. Every element was designed to inspire home cooks and highlight the quality and versatility of ProCook's premium kitchenware.

Results & impact:

ProCook claimed 13% share of voice on the *delicious.* website. Newsletter click-throughs were 42% (inclusion) and 35% (solus), and the ProCook competition ranked highest for the month (with 34k views/5.8k entries – highlighting strong resonance with our food-loving audience.

Contact us to find out more

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

Elizabeth Webber, brand partnerships director
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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

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/
- 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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2025