

foodism





THE ONLY THING WE LOVE MORE THAN WRITING ABOUT GOOD FOOD, IS EATING IT. WELCOME TO FOODISM: IT'S TIME TO TUCK IN

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HAVING A VOICE TO COMMUNICATE IDEAS AROUND FOOD AND AGRICULTURE IS REALLY SPECIAL

TOM HUNT MP ON FOODISM

THERE ARE MORE important things in life than great food and drink, but none of them taste half as good. That's why **foodism** exists: it's a media brand for those who need to know where to eat and what to eat, right now. More than that, **foodism** is a place where food lovers can plug in to the latest news, reviews and trends from London and beyond, whether eating out or eating in, with straight-talking, great-looking content from the makers of **square mile** and **HEDGE** magazines.

Brand

OVERVIEW

Reader Profile

- + Age: 25-40
- + Gender: 45% male / 55% female
- + Average household income: £100k pa

Magazine

- + Circulation: 50,000
- + Readership: 200,000
- + Frequency: Six times a year

foodism.co.uk

- + Average unique visitors per month: 100k
- + Average page views per month: 240k
- + Average dwell time: 2mins 51secs

Social

- + Instagram: @foodismUK – 72k followers
- + Twitter: @foodismUK – 30k followers
- + Facebook: Foodism UK – 24k followers

Newsletter

- + Frequency: Weekly
- + Database size: 21k
- + Average open rate: 35%



Print

DISTRIBUTION

With a core distribution network within London zones 1 and 2, the print edition of Foodism reaches an affluent demographic in the country's capital. More than 60% of the magazine's distribution is direct to homes, with the remaining copies located in supermarkets, food halls and retailer stands in the Central London area.

Circulation	50,000
Readership	200,000

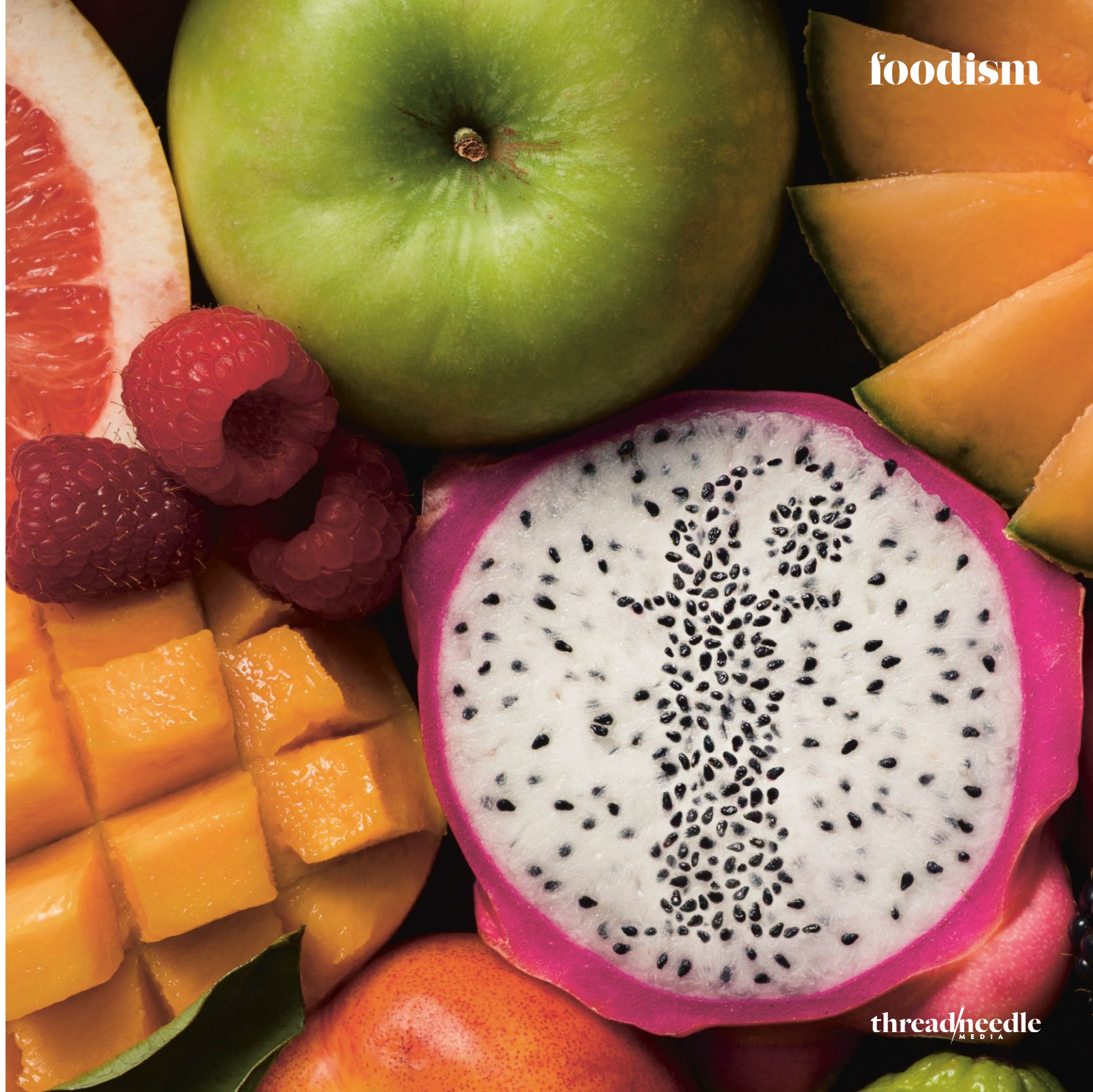


foodism

thread/needle
MEDIA

Print

THE PRINT INCARNATION of **foodism** is a high-quality guide to the best of London's food scene, with features, interviews, insiders' guides and tips for home cooks. A variety of high-impact advertising solutions and bespoke partnerships are available, and can be created by our production and editorial teams where required.



IN LONDON YOU HAVE AFFLUENT, EDUCATED PEOPLE AND YOU'VE GOT CURIOSITY

ADAM RICHMAN, ON THE LONDON FOOD COMMUNITY

foodism

Print

DISPLAY RATE CARD

Front Cover Gatefold	POA
Back Cover Gatefold	POA
Inside Front Cover DPS	£24,999
Outside Back Cover FP	£19,999
Double Page Spread	£15,999
Full Page	£7,599 *
Half Page	£3,999 *
Quarter Page	£1,999 *

* Non-premium slots are offered at a 10% discount if a specific issue isn't required. Where this is the case placements will be fulfilled within 3 issues of the booking.

PARTNERSHIP RATE CARD

Integrated Cover Package	£64,999
Advertorial DPS	£20,799
Advertorial FP	£9,749

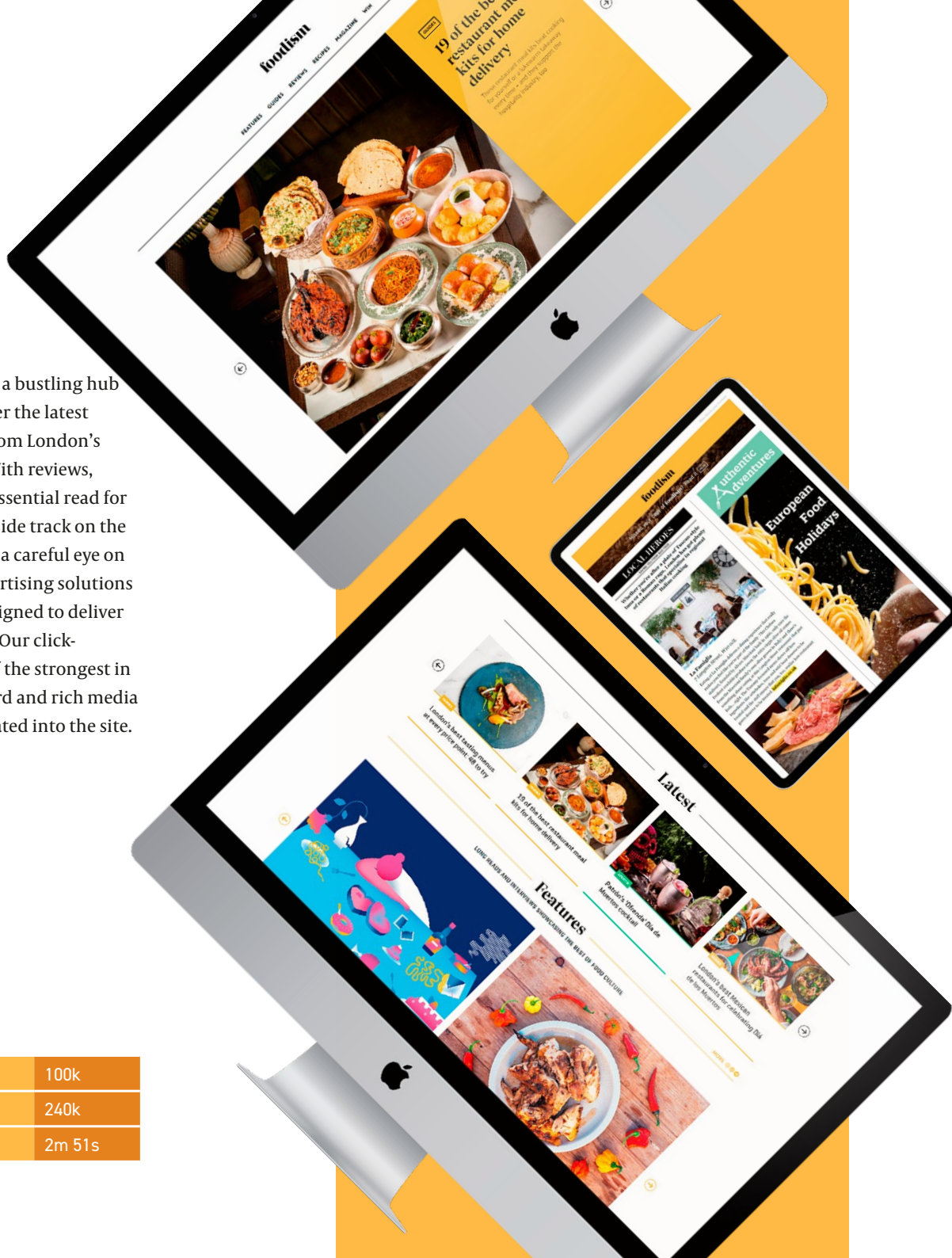
thread/needle
MEDIA

Website

foodism's online home is a bustling hub where readers can discover the latest movements and trends from London's food scene and beyond. With reviews, news and recipes, it's an essential read for anyone who wants the inside track on the best food and drink. With a careful eye on user interaction, our advertising solutions have been specifically designed to deliver response to our partners. Our click-through rates are some of the strongest in the industry. Both standard and rich media advertising can be integrated into the site.

FOODISM.CO.UK

Unique Visitors p/m	100k
Pageviews p/m	240k
Dwell time avg	2m 51s



RATE CARD

HOMEPAGE/CHANNEL TAKEOVER

Per week	£6,999
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ROS IMPRESSIONS

MPU, Leaderboards	£28 CPM
Double MPU	£38 CPM
Epic Parallax	£50 CPM

COMPETITION PACKAGE

Online Competition	£6,999
Print & Online Competition	£12,749

DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£600
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Newsletters & solus mailers

foodism's subscribers receive a weekly newsletters into their inbox – a handy and quick-to-read dose of great-looking, snappy content. In them, you'll find guides to the latest London food and drink trends, long reads, recipes, reviews and more – all written with **foodism**'s insider knowledge. The weekly newsletter contains two high-impact ad units, placed alongside editorial designed for maximum dwell time. Opportunities for competitions inserts and dedicated promotional sections are available, as are solus newsletters – an entire dedicated send offering you 100% share of voice.

NEWSLETTERS

Average database size	21k
Average open rate	35%

RATE CARD

Super MPU	£1,999
Solus newsletter	£9,999



ADVERTISING SOLUTION

Homepage takeover

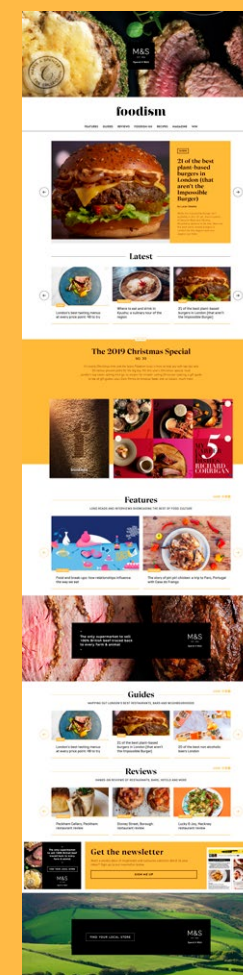
A piece of prime real estate on the **foodism** website, the homepage takeover is a chance to deliver a strong, visual brand message next to the brand's hero online content. The bespoke parallax integration delivers high impact, too - meaning readers are more likely to be drawn to the display advertising as they scroll.

Epic Parallax ad solutions are also available as Run-of-Site.

RATE CARD

Homepage Takeover

£6,999



ADVERTISING SOLUTION

Integrated cover package

An advertising solution totally unique to **foodism**, the integrated cover package allows a brand to tie in a visually led branding campaign in a subtle and engaging way, with the most visible real estate available – the front cover of **foodism** magazine.

RATE CARD

Integrated cover package:
includes bespoke Front
Cover, Inside Front DPS,
Inside Back Cover FP
and Outside Back FP

£64,999



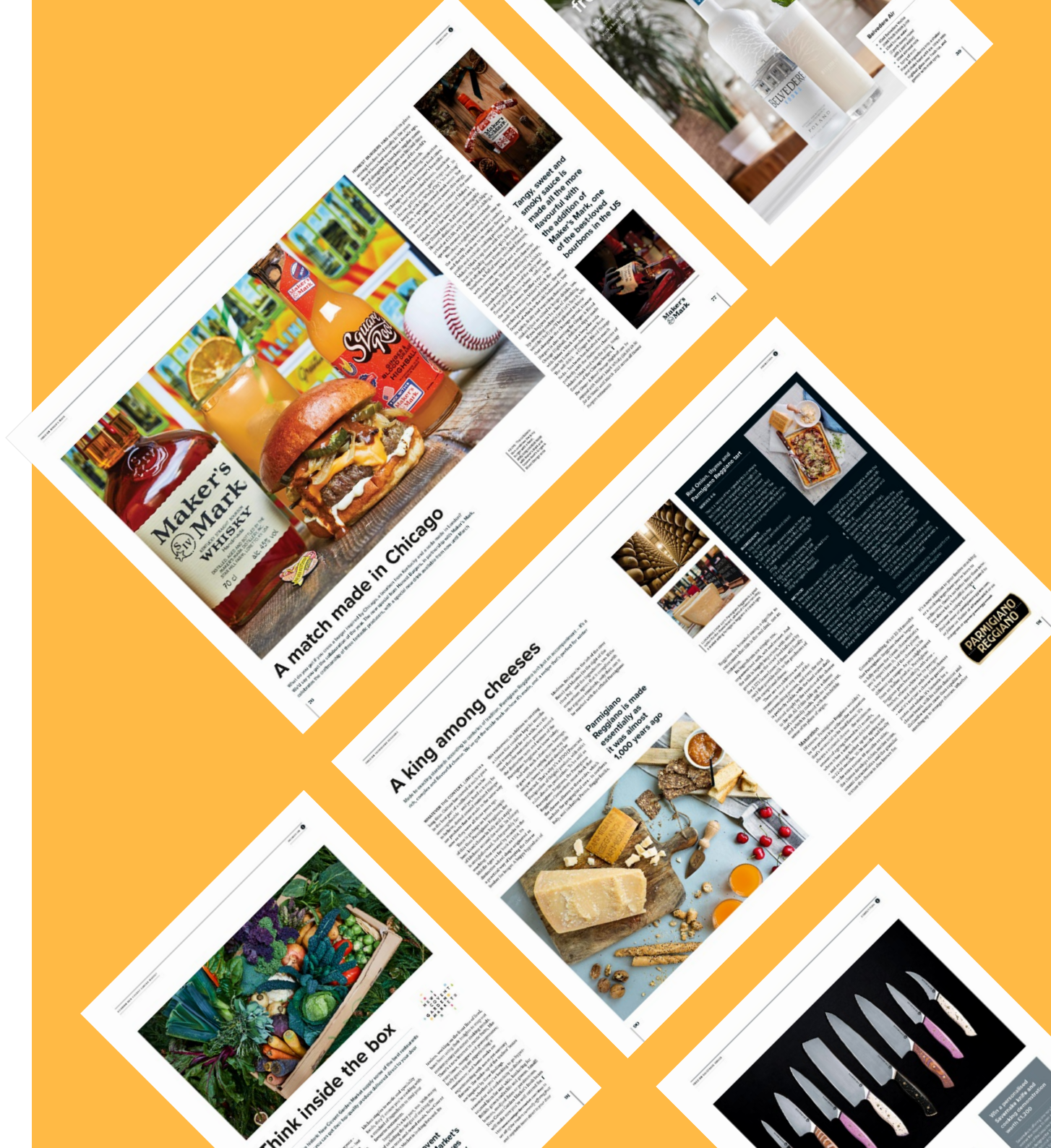
ADVERTISING SOLUTION

Advertorials

Print advertorials for you to tell your brand's story on your own terms. You'll create a brief for our editorial team to work from, and they'll follow your cues while tailoring the tone for our audience. Templated options are available, but there's also the option of looking at promotional shoots, too.

RATE CARD

Full page	£9,749
Double page spread	£20,799



ADVERTISING SOLUTION

Competition Package

foodism's competition packages allow you to take advantage of prime real estate on the **foodism** website and newsletter, with packages that include a dedicated advertorial page in the magazine, too. Opt-in data can also be included, meaning you keep the contact information of all entrants.

RATE CARD

Online Competition	£6,999
Print & Online Competition	£12,749

foodism

Competition print listing

Newsletter slot



Social post

thread/needle
MEDIA

ADVERTISING SOLUTION

The eight-page guide

The eight-page **foodism** guide is a comprehensive advertorial solution that lets brands tell their story, on their terms. You'll work with our editorial team to create an engaging and holistic guide to the ins and outs of your brand, with a range of editorial and design templates available.

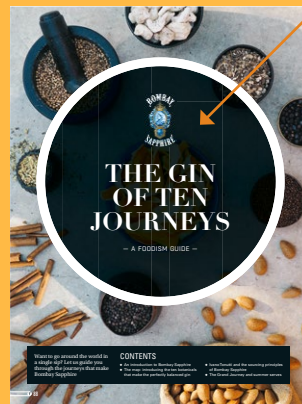
RATE CARD

8-page guide

£49,999

foodism

Branding logo



Guide opener



Introduction



Feature 1



Feature 2



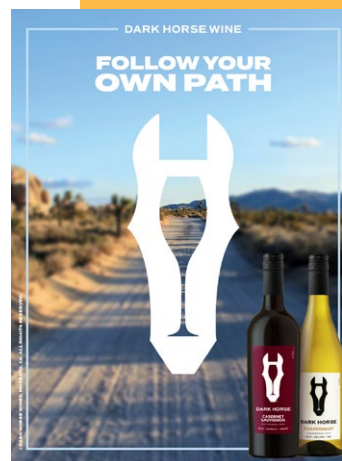
Feature 3

Feature 4

ADVERTISING SOLUTION

Recipe section sponsorship

foodism's home cooking content is all about bringing expertise from the cookbooks you like to read and restaurants you love to dine at into your own kitchen. With **foodism's** recipes, you can advertise next to a section of the magazine that pulls in a crowd of aspirational, ambitious and highly enthusiastic home cooks.



Opening advert



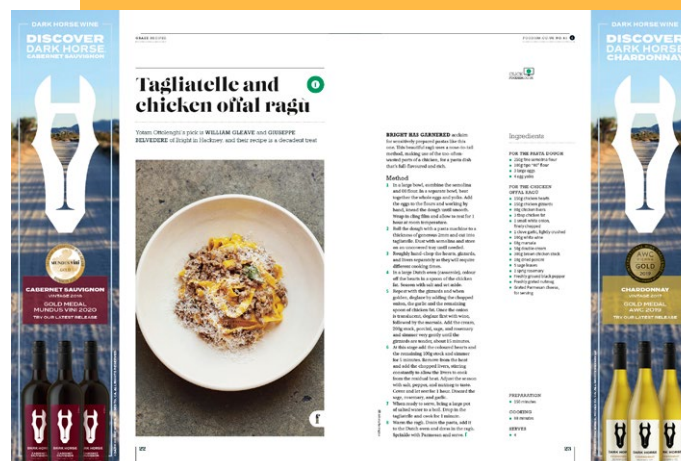
In association strip



RATE CARD

Sponsorship of the Recipe section in the first third of the magazine (includes bookend Full Page ads and bookend Third-page Strip ads)

£29,999



1/3 strip advert



Closing advert



ADVERTISING SOLUTION

Selector section sponsorship

The Selector is a jewel in the crown of **foodism**'s print magazine – a section all of its own, full of venue round-ups, put together by our editorial team from their experience of the best of the vibrant London food and drink scene. Sponsoring this section allows you to advertise subtly alongside this content, which can be planned to complement the advertising brand.



Opening advert

In association strip

1/3 strip advert

1/3 strip advert

RATE CARD

Sponsorship of the Selector section in the last third of the magazine (includes bookend Full Page ads and bookend Third-page Strip ads)

£24,999



Closing advert

foodism

Get in touch

ADVERTISING ENQUIRIES

advertising@foodism.co.uk

EDITORIAL ENQUIRIES

stories@foodism.co.uk

ADVERTISING PRODUCTION

production@foodism.co.uk

SUBSCRIPTIONS


subscriptions@foodism.co.uk

RECRUITMENT

jobs@foodism.co.uk

 @FOODISMUK

 FACEBOOK.COM/FOODISMUK

 @FOODISMUK