

# foodism

## MEDIA INFORMATION







# 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: Quarterly

### Website

- + URL: [foodism.co.uk](http://foodism.co.uk)
- + Average unique visitors per month: 93,803
- + Average page views per month: 565,320
- + Average CTR since launch: 0.27%
- + Average dwell time: 2mins 51secs

### Social

- + Instagram: @foodismUK – 73.1k followers
- + Twitter: @foodismUK – 31.4k followers
- + Facebook: Foodism UK – 25.2k followers

### Newsletter

- + Frequency: Weekly
- + Database size: 30,872
- + 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

### PARTNERSHIP RATE CARD

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

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## 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	93,803
Pageviews p/m	565,320
CTR avg since launch	0.27%
Dwell time avg	2m 51s



**foodism**

## 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

One month	£6,999
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### DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£600
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**thread/needle**  
MEDIA



# 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	51,872
Average open rate	35%

## RATE CARD

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





## Social

**foodism** taps into a hugely enthusiastic and engaged community of foodies on its social media channels, delivered with the brand's distinctive tone and style. The option to include social media posts alongside larger content-based campaigns and competitions can amplify reach.

### AUDIENCES

Instagram	73.1k
Twitter	31.4k
Facebook	25.2k





# ADVERTISING SOLUTION

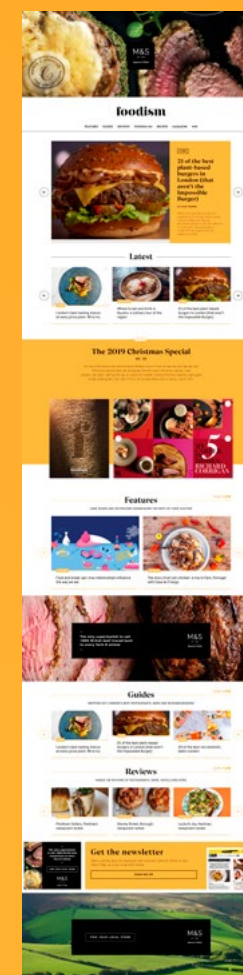
## Homepage takeover

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
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## 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



foodism



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 or DPS in the magazine, too. Opt-in data can also be included, meaning you keep the contact information of all entrants.

## RATE CARD

Digital Only	£6,999
Intermediate	£8,499
Advanced	£27,899

**Competition print listing**

**Twitter post**

**Newsletter slot**



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

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.

## RATE CARD

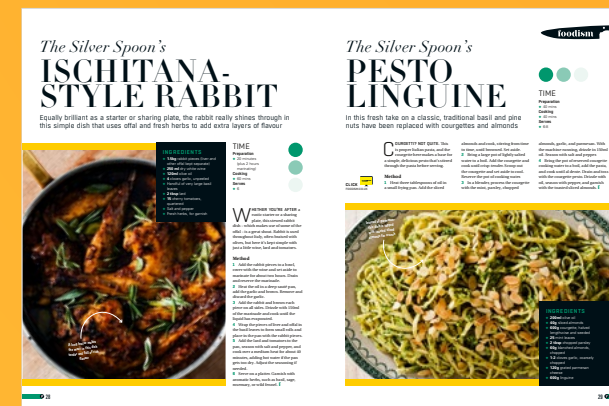
Sponsorship of the Recipe section (includes bookend Full Page ads and bookend Third-page Strip ads)	£29,999
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Opening advert



In association strip



Bookend adverts



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.

### RATE CARD

Sponsorship of a Selector section (includes book end Full Page ads or a single DPS ad)

£19,999





What our clients are saying

WE HERE AT SMEG  
**LOVE FOODISM**, A GREAT  
 PUBLICATION PRODUCED  
 TO THE HIGHEST  
 STANDARD. IT'S A MUST  
 ON OUR MEDIA PLAN.

JOHN DAVIES, BRAND MANAGER, SMEG

OUR PARTNERSHIP WITH  
 FOODISM PROVIDED **THE  
 PERFECT PLATFORM** TO  
 BRING OUR 'SPIRIT OF  
 SUMMER' STORIES TO  
 LIFE FOR THE FOODIE  
 COMMUNITY WITHIN  
 LONDON. THE FOODISM  
 TEAM ARE A PLEASURE TO  
 WORK WITH – **EFFICIENT,  
 DILIGENT** AND WITH A  
 STRONG **CREATIVE** POV,  
 ALL OF WHICH WAS BEST  
 DEMONSTRATED WHEN  
 THEY EXPLORED OUR  
 SMOKEHOUSE RANGE  
 TO PRODUCE A MOUTH-  
 WATERING ADVERTORIAL  
 AND SET OF COVERS.

JANE STILLER, HEAD OF BRAND & MARKETING, M&S

IT HAS BEEN OUR PLEASURE TO WORK WITH THE TEAM AT FOODISM - THEY ARE  
 NOT ONLY CREATIVE, EFFICIENT AND PROFESSIONAL – **THEY REALLY CARE ABOUT  
 DELIVERING RESULTS** AND ARE A WONDERFUL TEAM TO WORK WITH.

TONI LAW, BRAND MANAGER, HI-SPIRITS – SOUTHERN COMFORT



## A selection of our advertisers





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## Get in touch

ADVERTISING ENQUIRIES

[advertising@foodism.co.uk](mailto:advertising@foodism.co.uk)

EDITORIAL ENQUIRIES

[stories@foodism.co.uk](mailto:stories@foodism.co.uk)

ADVERTISING PRODUCTION

[production@foodism.co.uk](mailto:production@foodism.co.uk)

SUBSCRIPTIONS


[subscriptions@foodism.co.uk](mailto:subscriptions@foodism.co.uk)

RECRUITMENT

[jobs@foodism.co.uk](mailto:jobs@foodism.co.uk)

 @FOODISMUK

 FACEBOOK.COM/FOODISMUK

 @FOODISMUK