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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

- + Readership: 113,902
- + Frequency: Four issues 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 - 73.4k followers
- + X: @foodismUK - 28.1k followers
- + Facebook: Foodism UK - 23.7k followers

Newsletter

- + Frequency: Weekly
- + Database size: 21.5k
- + 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.

Principal readership

- Subscriptions to home
- Supermarkets
- Food halls
- Retailer stands



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.

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 |

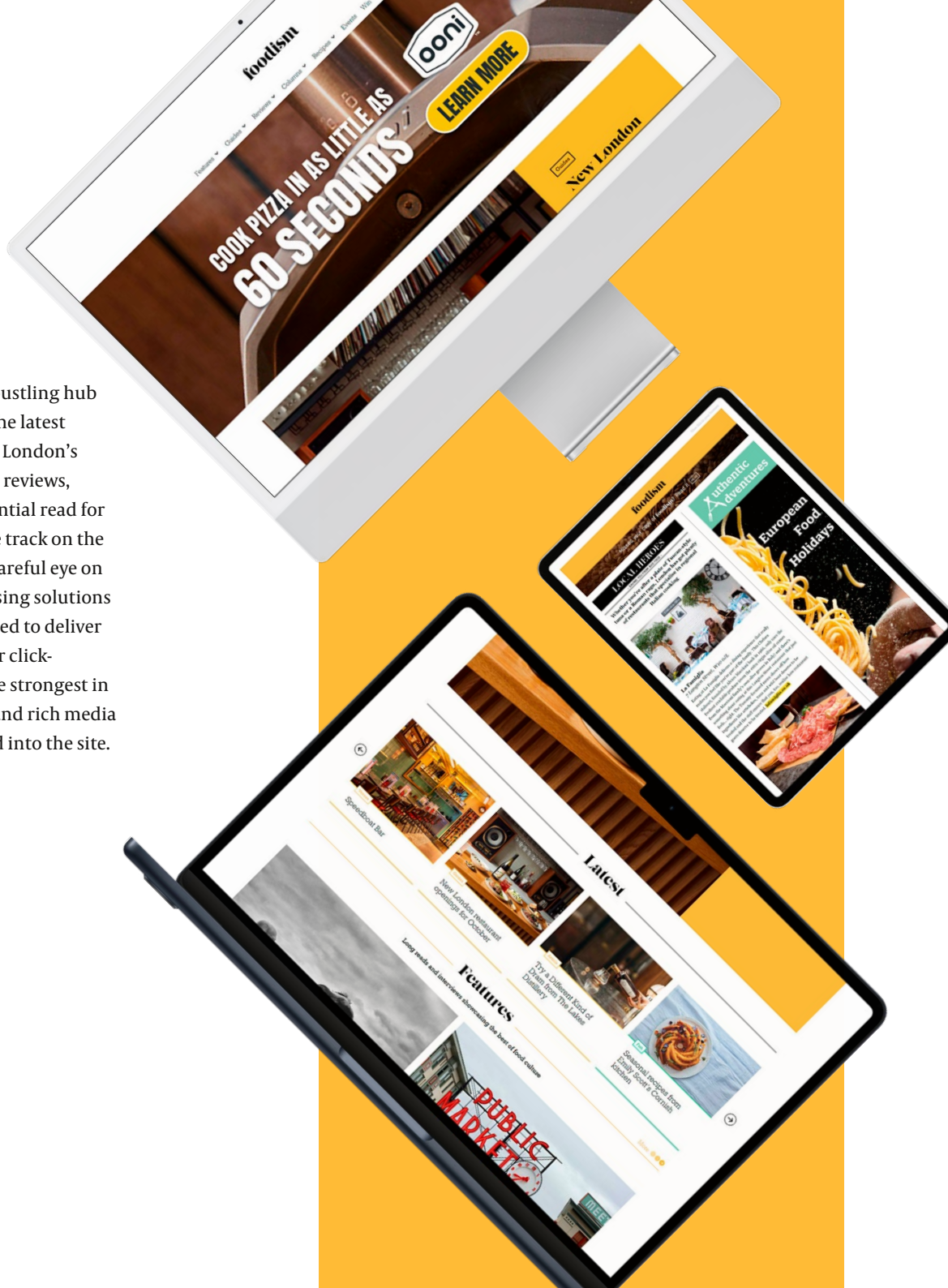


foodism

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.



RATE CARD

HOMEPAGE/CHANNEL TAKEOVER

| | |
|----------|--------|
| Per week | £6,999 |
|----------|--------|

ROS IMPRESSIONS

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

COMPETITION PACKAGE

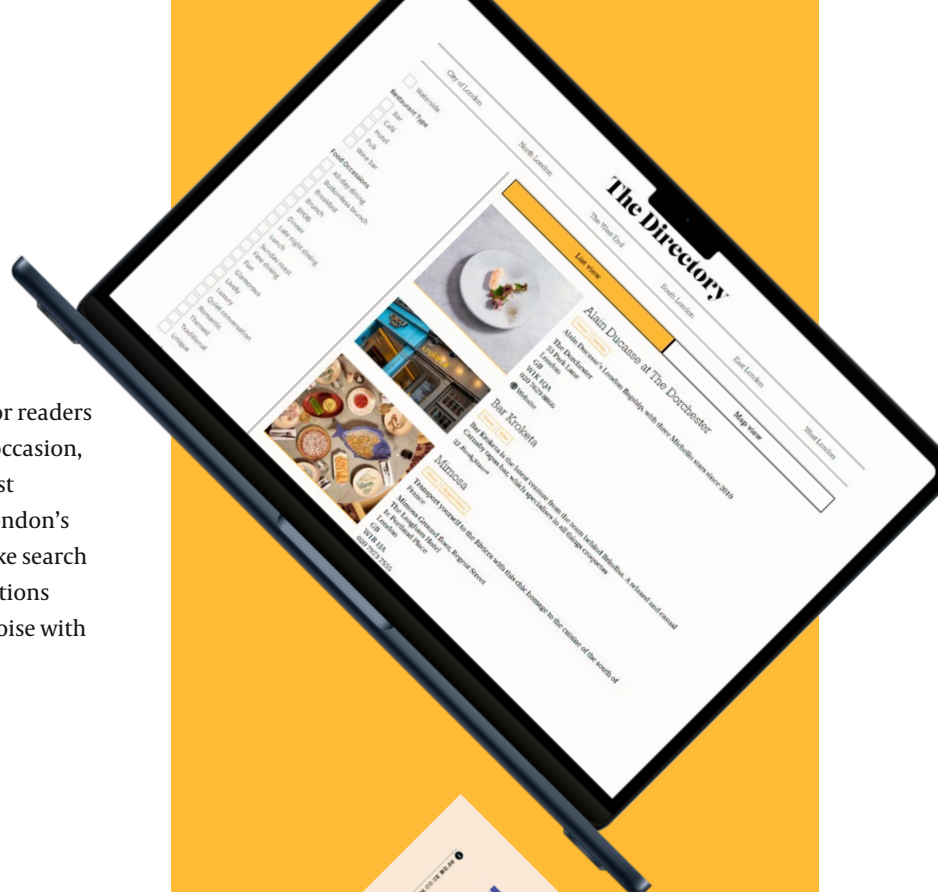
| | |
|----------------------------|---------|
| Online Competition | £6,999 |
| Print & Online Competition | £12,749 |

DIGITAL ARTWORK CREATION

| | |
|---|------|
| Static banner creation 2 x sizes, 3 x variants | £600 |
|---|------|

The Directory

The **foodism Directory** makes it easier than ever for readers and users to find the right restaurant for the right occasion, providing a market-leading listing of London's finest restaurants, bars, and venues. Users can navigate London's diverse hospitality scene with ease thanks to bespoke search functionality. Each listing is linked to editorial mentions across the Foodism website – cutting through the noise with trusted recommendations.



ONLINE ONLY PACKAGE

- 60 words
- Up to 5 images in a gallery
- 'Book now' button link for 1 year (to your site or preferred platform)

ONLINE & PRINT PACKAGE

- Everything in the Online package plus:
- An entry in the print highlights of the Foodism Directory
- An entry on the Foodism newsletter

PREMIUM LISTING

- Everything in the Print & Online package plus:
- A mini feature written by the Foodism team and premium highlighting in the Directory



RATE CARD

ONLINE ONLY PACKAGE

| | |
|--------------|------|
| Annual price | £150 |
|--------------|------|

ONLINE & PRINT PACKAGE

| | |
|--------------|------|
| Annual price | £350 |
|--------------|------|

PREMIUM LISTING

| | |
|--------------|--------|
| Annual price | £1,000 |
|--------------|--------|

REQUIREMENTS

- 60 words
- Up to 5 JPG images, minimum 1920px wide x 1080px
- URL for your booking form
- Website URL & contact phone number
- Meta Data (see listing form for full details)

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.

RATE CARD

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



LOCAL HEROES
 — SAVING YOU FROM BAIT FOOD —
 Whether you're after a plate of Tuscan-style tuna or a Roman ragu, London has got plenty of restaurants that specialise in regional Italian cooking

Authentic Adventures
European Food Holidays

La Famiglia
 7 Langton Street, W10 0JZ
 Eating at La Famiglia delivers a dining experience that really makes you feel like you're part of the family. This Chalcidæa stalwart, founded by Alvaro Marconi back in 1966, only uses the freshest available produce (even the extra virgin olive oil comes from the Marconi family's own olive groves in Italy) and there's something about eating at this Langton Street restaurant that just feels... right. The Tuscan-focussed menu shows off how ingredient like artichokes, tuna and wild boar deserve to be treated and the staff ensure that you too, realise how restaurant goes deserve to be treated. lafamiglia.co.uk

Via Emilia
 37A Hoxton Square, N1 6NY
 The Emilia-Romagna region of Italy - located up-north on the country - is the region you've got to thank for tomato-made egg pasta and a slew of other culinary classics. Via Emilia is a restaurant you've got to think for sourcing all of its produce from that very region. Cattle from Ferrara, pancetta from Piacenza, the virgin olive oil from Brisighella, Pecorino cheese from Parma, Prosciutto from Piacenza, Spalla cotta from Parma, and even the wine from Emilia. Even all of the wines at Via Emilia come from the Emilia-Romagna region and feature some top drawer Sangiovese like via-emilia.com

MAKE THIS
 Think what you could do with a few ingredients that are available in your kitchen. Here's a recipe for a burger that's perfect for the January weather.

Vegetarian's
 BUY ONE VEGETARIAN GET ANOTHER OF THE SAME FOR £1

LOCAL HEROES
 Whether you're after a plate of Tuscan-style tuna or a Roman ragu, London has got plenty of restaurants that specialise in regional Italian cooking

METHOD
 1. Heat the oven to 180°C (350°F) and line a baking tray with parchment paper.
 2. In a large bowl, combine the ground beef, onion, garlic, salt, pepper, and Worcestershire sauce.
 3. Shape the mixture into a patty and place it on the prepared baking tray.
 4. Bake for 15-20 minutes, until the internal temperature reaches 160°F (70°C).
 5. Remove from the oven and let it rest for 5 minutes before serving.

INGREDIENTS
 • 1 lb (450g) ground beef
 • 1 onion, finely chopped
 • 2 garlic cloves, minced
 • 1 tsp salt
 • 1/2 tsp black pepper
 • 1/2 tsp Worcestershire sauce

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.

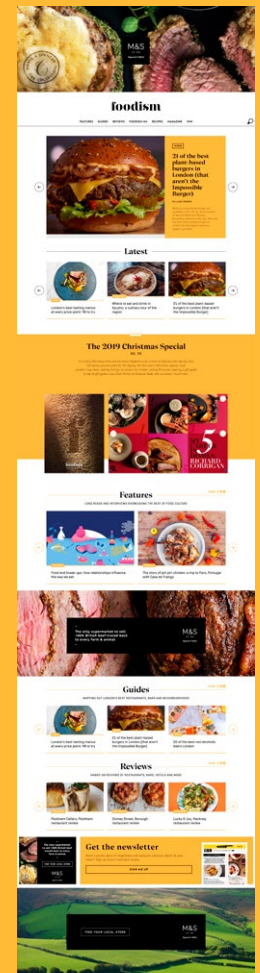


ADVERTISING SOLUTION

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

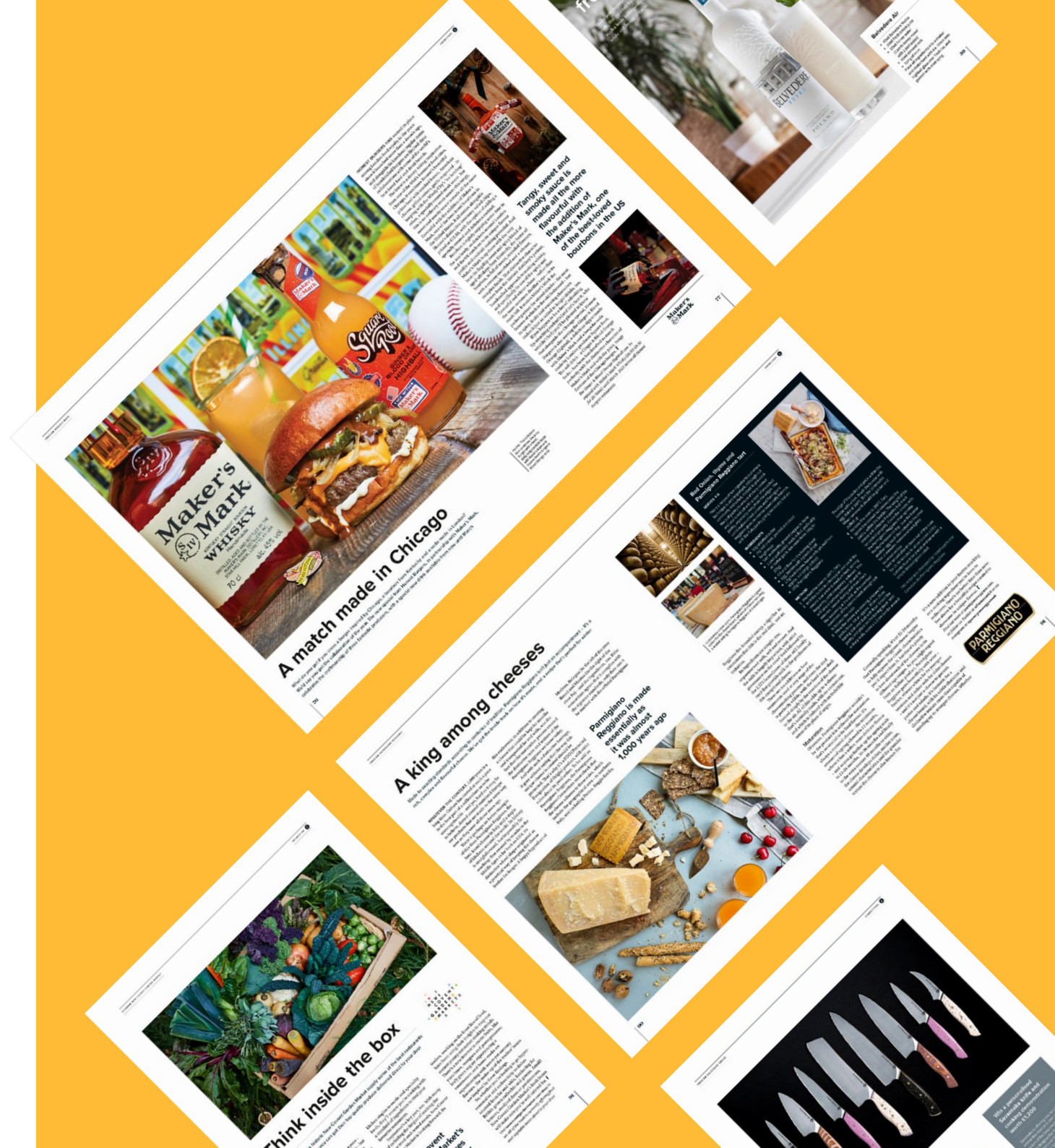
ADVERTISING SOLUTION

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 |



A match made in Chicago

Maker's Mark whisky, Spicy Sauce, and a burger.

Tangy, sweet and smoky sauce is made all the more flavorful with the addition of Maker's Mark, one of the best-loved bourbons in the US

A king among cheeses

Parmigiano Reggiano is made essentially as it was almost 1,000 years ago

Parmigiano Reggiano

Think inside the box

A box of fresh vegetables.

With a professional-looking design, the new knives are perfect for the home chef.

Several knives displayed.

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.



Competition print listing

Newsletter slot

Social post

RATE CARD

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



Branding logo

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.

MEDIA INFORMATION



Guide opener

Introduction



Feature 1



Feature 2



Feature 3

Feature 4

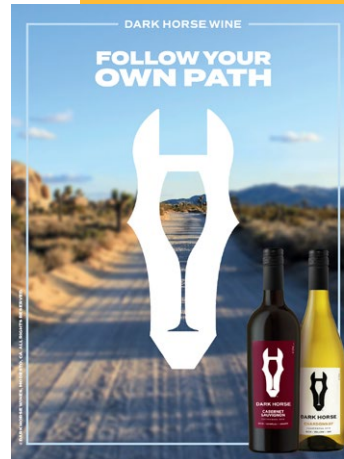
RATE CARD

| | |
|--------------|---------|
| 8-page guide | £49,999 |
|--------------|---------|

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



Closing advert



1/3 strip advert



1/3 strip advert



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 |
|--|---------|





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.

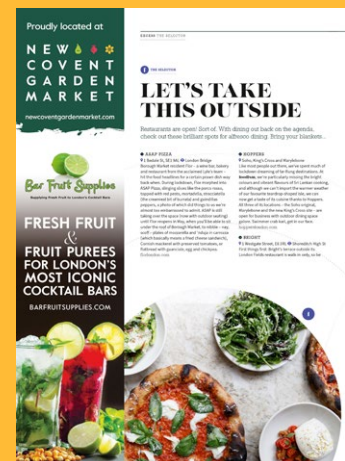
MEDIA INFORMATION



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