
 @FOODISMUK

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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

- + 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.

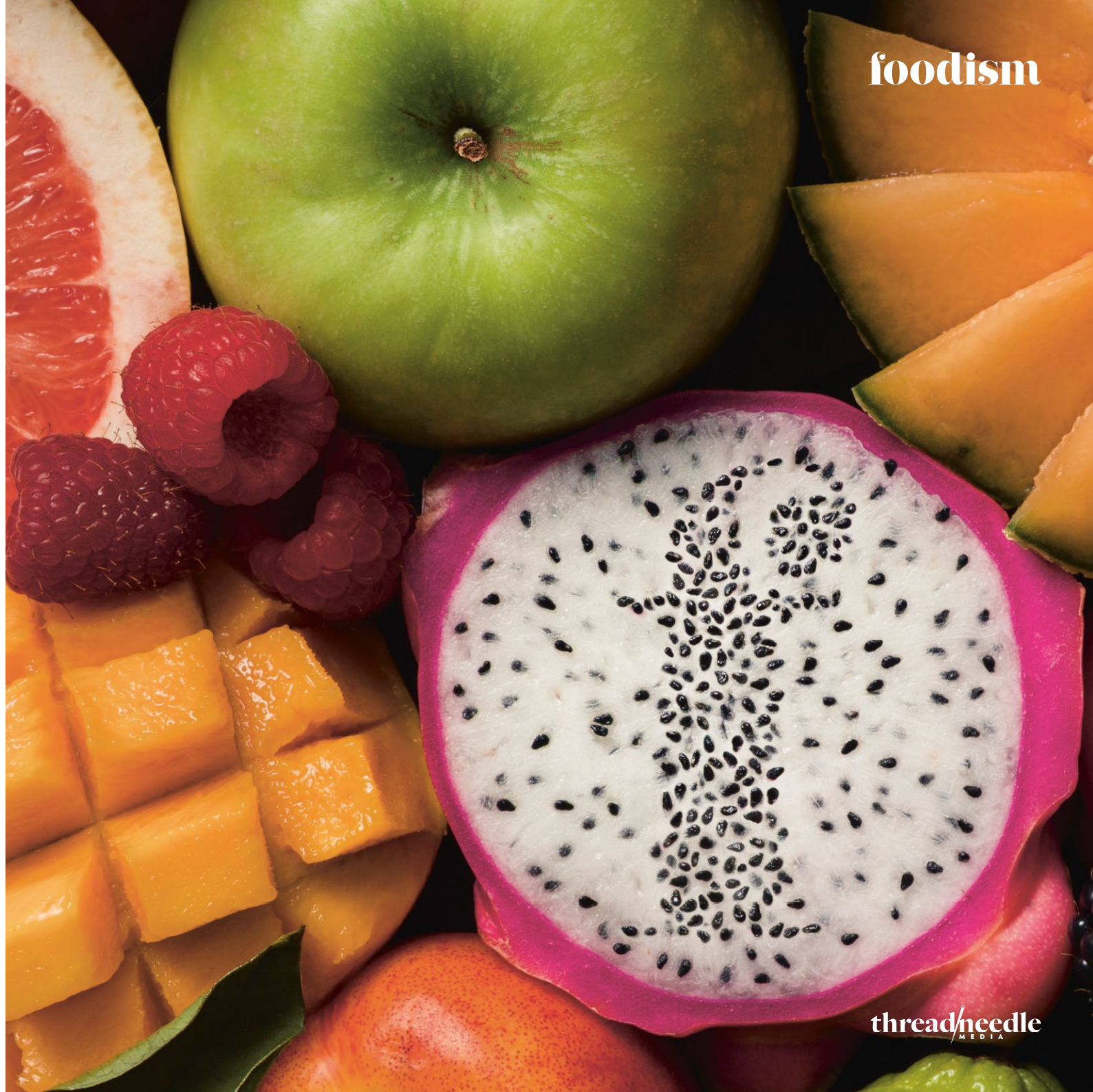
Circulation	50,000
Readership	200,000





## 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

MEDIA INFORMATION

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

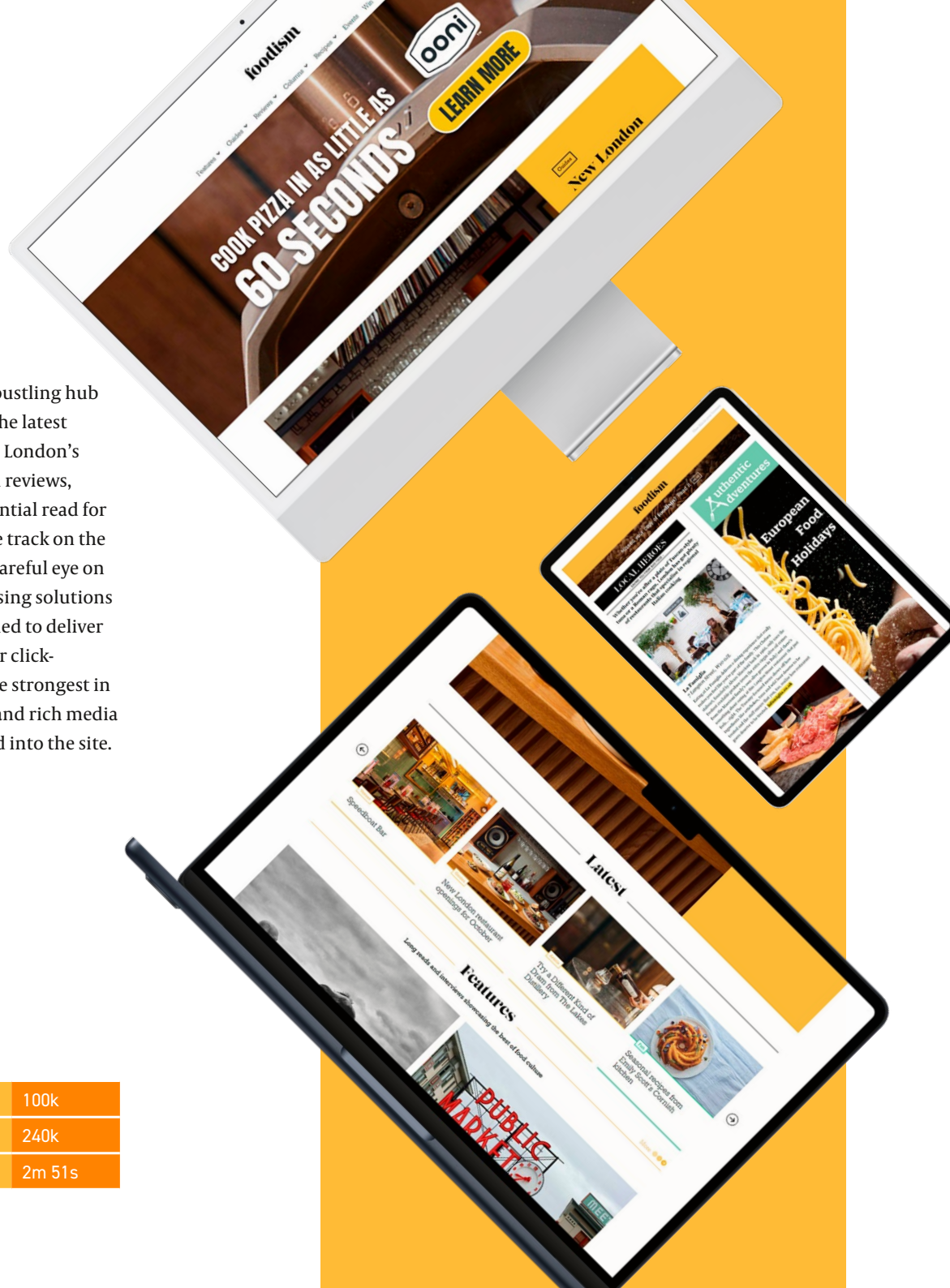


## Website

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

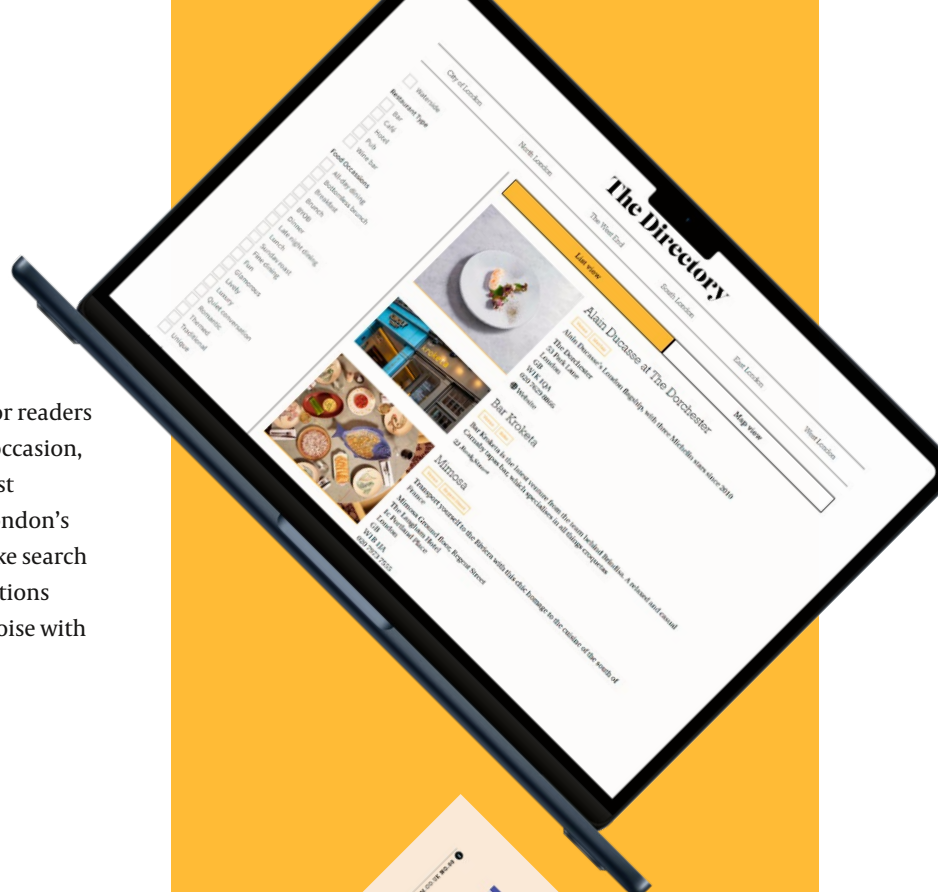
### DIGITAL ARTWORK CREATION

Static banner creation 2 x sizes, 3 x variants	£600
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# 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
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### ONLINE & PRINT PACKAGE

Annual price	£350
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### PREMIUM LISTING

Annual price	£1,000
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## 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.

## NEWSLETTERS

Average database size	21k
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	72k
Twitter	30k
Facebook	24k



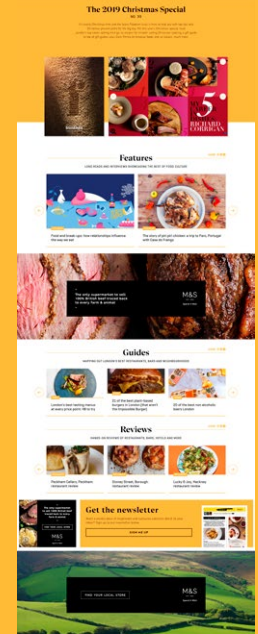
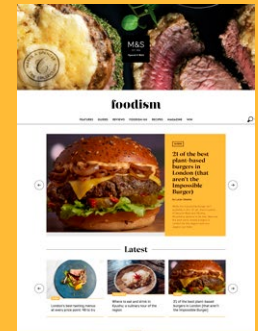


ADVERTISING SOLUTION

# 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



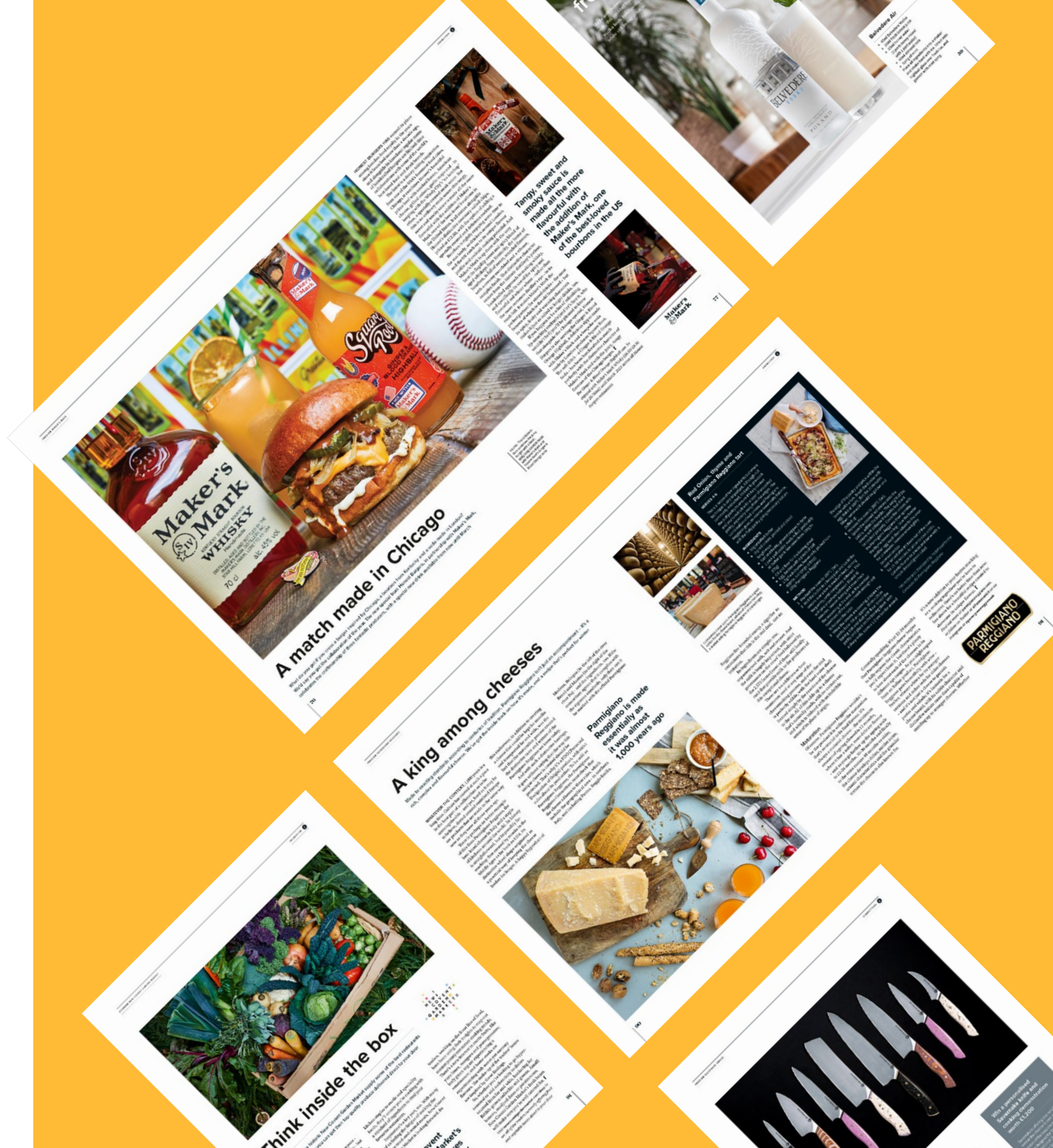
ADVERTISING SOLUTION

# 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



**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**

Image of various cheeses and accompaniments.

**Think inside the box**

Image of a vegetable box.

**Parmigiano Reggiano**

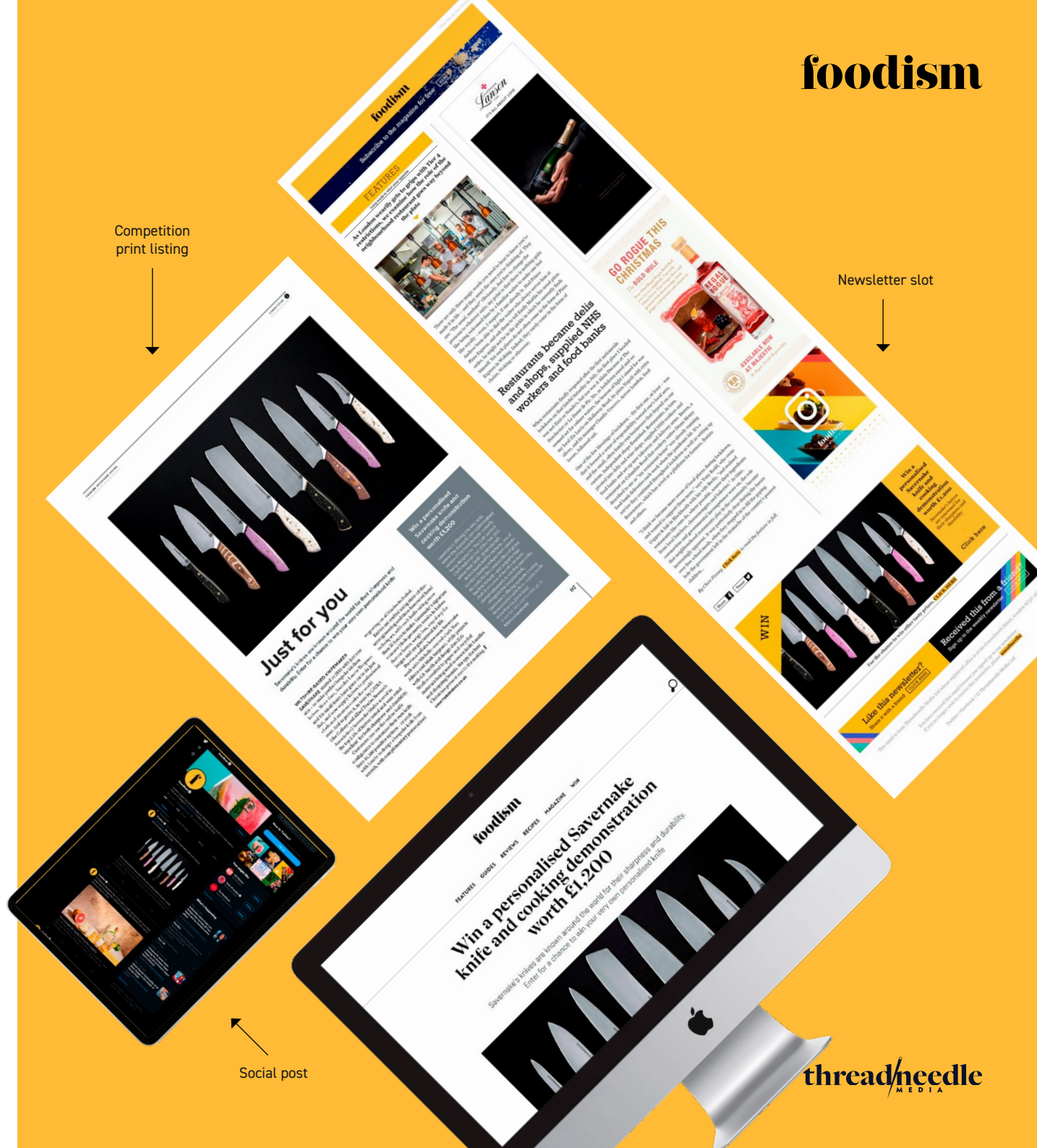
Image of several knives.



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

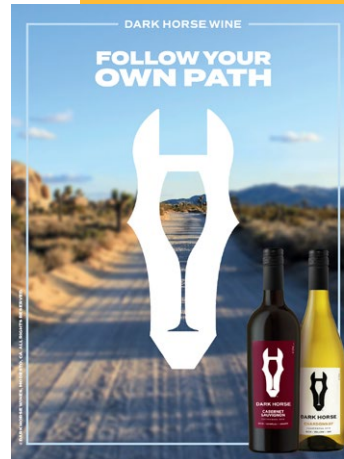
8-page guide	£49,999
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ADVERTISING SOLUTION

# 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
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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.

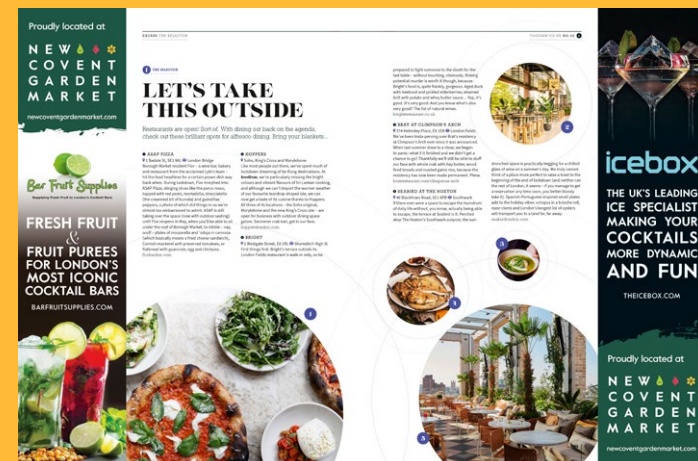
MEDIA INFORMATION



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)	<b>£24,999</b>
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Closing advert



# foodism

## 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

thread/needle  
MEDIA