The UK’s leading voice on cooking trends. Providing inspiration to the nation’s food lovers for 25 years.
1.3M readers
1M+ visitors
7.5M unique users
UK’s No 1 selling food magazine
3M watchers
Top 10 iPad Food & Drinks chart - apps
Top rated in the Google Play Food & Drink chart for Android
2M Mobile app downloads
850,000 Tablet app downloads
10 MILLION BBC Good Food total unduplicated reach

1.6M Facebook readers
1.6M Twitter followers
4.7K Pinterest followers
175K YouTube subscribers
3.3K Instagram followers
114K Vine followers

107,000 unique users

Celebrate with us!

It’s our 25th birthday

Inside

Vanilla party cake, created for our birthday by Bake Off winner Edd Kimber

TRUST OUR RECIPES

EVERY ONE TRIPLE TESTED

A MONTH OF FABULOUS FOOD

ON THE TABLE IN 20 MINUTES

Midweek meals for busy families

SATISFYING SEASONAL DISHES

New ways with venison, pumpkins, mushrooms, apples

PLUS

Essential kitchen gadgets

Food lovers’ New York

Delicious suppers with healthy grains

THE BEST FOR 25 YEARS

and still just right for the way you cook now

BIRTHDAY 2014

SPECIAL 25TH BIRTHDAY ISSUE • BRAND-NEW LOOK INSIDE • INSPIRATION FOR ALL YOUR COOKING

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“Good Food has been the first choice for home cooks for 25 years. No wonder we’re trusted by more readers than any other food title to deliver recipes you really want to cook: modern, seasonal, simple, and special – all tested in our Test Kitchen, so they always work for you at home. It’s this well-honed combination of practical, must-cook content and gorgeous photography that adds up to an inspirational recipe for success – month after month.”

Gillian Carter is Editor of BBC Good Food magazine

Readers Quotes

“I enjoy every issue of good food magazine, I subscribe and really look forward to the issue arriving”

“Always look forward to receiving my Good Food mag in the post”

“I enjoy reading cookery books and magazines for pleasure and the Good Food magazine certainly fit the bill, Thank you”

Awards

Food and Drink Magazine of the Year
DMA 2013 Digital Magazine awards

Editor of the Year: Gillian Carter - DMA 2013 Digital MAazine awards

Digital Magazine of the Year
PPA Digital Publishing 2013
Brand Pillars

**Trusted Recipes**
Created by our expert team, and triple-tested in the gf kitchen

**Health**
Practical ideas to help you and your family to cook and eat well

**Food Travel**
Inspiring you to discover fascinating food destinations

**Cooking With Children**
Helping the next generation learn essential life skills

**Local**
Exploring the best artisan food and drink where you live

“There is no sincerer love than the love of food”
George Bernard Shaw
### MAGAZINE
- **1,283,000** Readership
- **88%** Don’t read another paid-for food title
- **238,491** Circulation
- **96%** Actively Purchased
- **57%** Subscriptions
- **43%** Circulation market share (Total Core Market)
- **53 minutes** Av time spend reading

### MOBILE & DOWNLOAD
- **10,989** Digital Editions Purchased
- **845,677** Total App downloads

NRS Jan - Dec ‘13
ABC Jul - Dec ‘13
Google analytics 3 month average

### SOCIAL MEDIA
- **186K** Twitter Followers
- **223K** Facebook Likes

### WEBSITE
- **bbcgoodfood.com**
- **7.5M** Unique UK Users
- **32.9M** Impressions

---

**TRUSTING & LOYAL**

**150,000** subscribers
More than all of the food titles combined

**BBC GoodFood is the U.K's best-selling food magazine!**
Demographics

Up-market audience and empty nesters. Passionate about the food they buy and eat; quality and provenance are paramount. They enjoy their home, entertaining in it and love every aspect of cooking / food.

**PRINT**

- **27%** Male  **73%** Female
- **43** AVERAGE AGE
- **962,250** ABC1
- **75%** ABC1
- **44%** ABs %
- **68%** Married/living as a couple

**WEBSITE**

- **40%** Male  **60%** Female
- **44** AVERAGE AGE
- **65%** ABC1
- **35%** ABs %
- **25-54** key age demographic

**£36,540** Average Family Income

**£34,282** Average Family Income

**VALUABLE Consumer**

Average weekly spend on groceries £80 (+16% more than the main shopper) Food is at the heart of their home and entertaining

Their kitchen is the hub of their home, more than twice as likely to agree that their kitchen is the most important room in the house (Index 206)

**QUALITY SEEKER**

More likely to agree it’s worth paying extra for quality goods (Index 113)

On average Good Food readers spend 57 mins reading each issue & use 6 recipes

75% prefer to prepare meals from scratch (Index 145)

*Source: TGI Clickstream 2014 Q1*
A word from the Editor

“BBC Easy Cook is designed to appeal to everyone who wants to get good, healthy food on the table every night – as quickly as possible and with minimum fuss.”

Sarah

Sarah Giles is Editor of BBC Easy Cook magazine
**BBC Easy Cook** has outperformed the market p-o-p reporting a +9.1% increase p-o-p, with a combined circulation of 45,282.

**Social Media**
- 1,143 Twitter followers
- 6,655 Facebook likes

**Audience**
Mass market ethical consumer mass market, health conscious mums with strong ethical beliefs who are brand ambassadors

- 59% ABC1
- 35% are parents
- 29% AB
- 20% 80%
- 45 Average age
- 71% are primary readers

**Mobile & Download**
- 1,162 Digital editions purchased
- 147,386 Total app downloads

**MAGAZINE**
- 235,000 Readership
- 39,911K Circulation
- 1,662 Digital Editions
- 46 min spent reading
- 63% do not read any other paid-for food title
- 61% are primary readers

Source: NRS Jan - Dec ’13; ABC Jul-Dec ’13; NRS Jan - Dec ’13
GoodFood Home Cooking Series

6 ANNUAL, SEASONALLY THEMED EDITIONS

22,210 Circulation
94% Actively purchased
10% Subscriptions
4% Circulation market share

Source: ABC Jul-Dec ’13
# BBC Good Food Rate card

## PRINT DISPLAY
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>Page</strong></td>
<td>£11,000</td>
</tr>
<tr>
<td><strong>Front Half Page</strong></td>
<td>£7,350</td>
</tr>
<tr>
<td><strong>DPS</strong></td>
<td>£21,300</td>
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<tr>
<td><strong>Front Half</strong></td>
<td>£13,400</td>
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<tr>
<td><strong>Cover site</strong></td>
<td>£16,200</td>
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## ADVERTORIALS
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## PRODUCTION COST
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<tbody>
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## INSERTS
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<tr>
<td><strong>Loose</strong></td>
<td>£35 (cost per thousand)</td>
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<td>£65 (cost per thousand)</td>
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## DIGITAL (CPM)
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<tr>
<td><strong>Leaderboard</strong></td>
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<td><strong>MPU</strong></td>
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<td><strong>Skyscraper</strong></td>
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<td><strong>Footer Ad</strong></td>
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<tr>
<td><strong>Reskin</strong></td>
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<td><strong>Double MPU</strong></td>
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<tr>
<td><strong>Expandable Banner</strong></td>
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<tr>
<td><strong>Expandable Skyscraper</strong></td>
<td>£45</td>
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### BBC Easy Cook Rate card

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<table>
<thead>
<tr>
<th>Item</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Page ROP</td>
<td>£4,700</td>
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<tr>
<td>Front Half Page</td>
<td>£5,000</td>
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<tr>
<td>DPS</td>
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<tr>
<td>Cover site</td>
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<td>£2,700</td>
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Contact

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