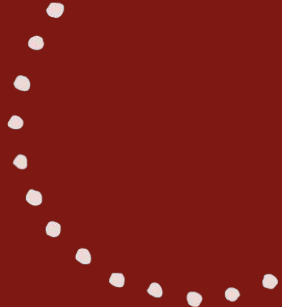




Media pack

Food portfolio





This is us...

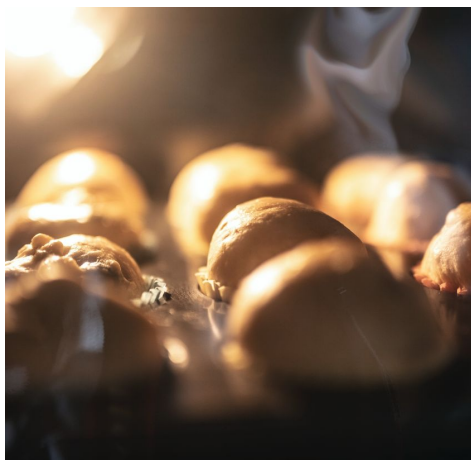


The Immediate Media Co. Food group is the biggest and most trusted food portfolio in the UK

Our brands include BBC Good Food, Easy Cook, olive and delicious with quality content environments across print, digital, social media, live events, podcasts and voice platforms

We produce quality, sought after content using data to drive relevancy for our partners amongst our premium food audience

- Combined print reach 967k
- 30 million users
- 104 million page views per month
- Over 6 million social reach per month



Content & data led approach across our platforms

As well as high-impact display advertising in print and online, we offer a host of creative partnership solutions across both IM Food and the wider Immediate network

Bespoke advertorials and tailored supplements are a powerful way to engage with our print audience in the voice of our brands

Native digital advertising allows you to seamlessly align your brand with ours through our digital content

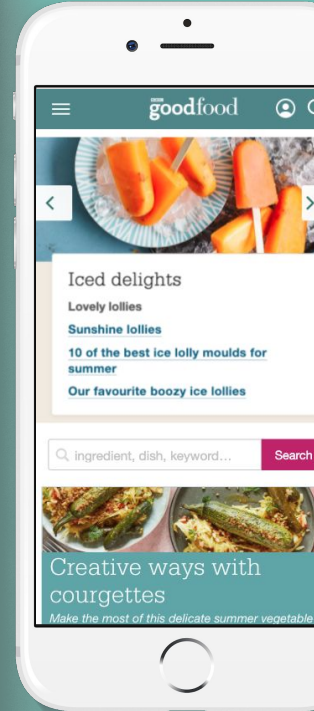
With our large and engaged social-media audience and our dedicated IM Amplify team, we can ensure your social message is seen by a highly relevant audience

Our IM Audience team use 1st party data to model and define audience segments allowing you to accurately target key audiences for your brands.



BBC
goodfood

The UK's leading voice
on cooking trends.
Providing inspiration to
the nation's food
lovers for 30 years





A word from our editor



A trusted, heritage brand, BBC Good Food has remained at no 1 for over 30 years.

Why? Because we put the audience at the core of everything we do. We listen, react to and predict new behaviours and trends to produce timely, imaginative, useful content on whichever platform you choose to engage with us. Connecting with and growing our wide community is key.

While best known for our thoroughly-tested, trusted recipes, BBC Good Food is so much more than a recipe resource. We appeal to all generations and life stages and delight in the feedback we receive from our diverse community across all platforms. An essential part of the national conversation, Good Food cuts through media noise to offer clear, unbiased advice, particularly on family and health matters, empowering our audience to make informed decisions.

Good Food makes it easy for everyone to cook and eat well every day.

We are market-leading and fearlessly protective of our no 1 status.

Christine Hayes, Group Editor in Chief
BBC Good Food & olive



The logo for BBC goodfood, featuring the letters 'BBC' in a small white box above the word 'goodfood' in a white, lowercase, sans-serif font.

goodfood

200,039

(ABC Circulation July-Dec 2020)

Source: Demographics PAMCo Q2 2020, Audience segments: TGI Clickstream Q1 2020

Print

UK's no.1 selling food magazine

Readers **628,000 NRS**

Actively purchased **100%**

Subscriptions **130,936** (65% of print circulation)

Circulation market share **56% share of paid for market**

Male **28%**

Female **72%**

Avg age **45**

ABC1 **73%**

AB **45%**

Married/living as couple **68%**

Average family income **£42,846**

A decorative graphic consisting of a series of light blue dots arranged in a curved, upward-sloping path on the right side of the page.

The BBC goodfood logo is positioned in the top left corner of the image. It features the BBC logo in a small, white, sans-serif font, followed by the word "goodfood" in a larger, white, lowercase, sans-serif font. The background of the entire slide is a photograph of a roasted chicken in a white ceramic pan, surrounded by vegetables like potatoes, carrots, and broccoli. The pan is set against a dark green, textured background.

BBC
goodfood

26M

Unique users

Source: Demographics PAMCo Q2 2020, Audience segments: TGI Clickstream Q1 2020

Digital

UK's biggest food website

Page views **94.6 million** (GA June 2020)

Facebook **775,000**

Pinterest **90,000**

Twitter **380,000**

Instagram **1.1m**

YouTube **313,000**

Male **36%**

Female **64%**

Avg age **44**

ABC1 **62%**

AB **29%**

Married/living as couple **59%**

Average family income **£35,004**



Brand pillars

Trusted recipes

Created by our expert teams,
and triple-tested in the
GF kitchen

Health

Practical ideas to help
you and your family 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





BBC

easycCook

from good food

Quick, healthy food
ideas for busy families





26,540

(ABC Circulation July-Dec 2020)

Print

Readership **173,000**

Actively purchased **100%**

Subscriptions **13,743** (52% of print circulation)

Male **24%**

Female **76%**

Avg age **47**

ABC1 **62%**

AB **37%**

Married/living as couple **68%**

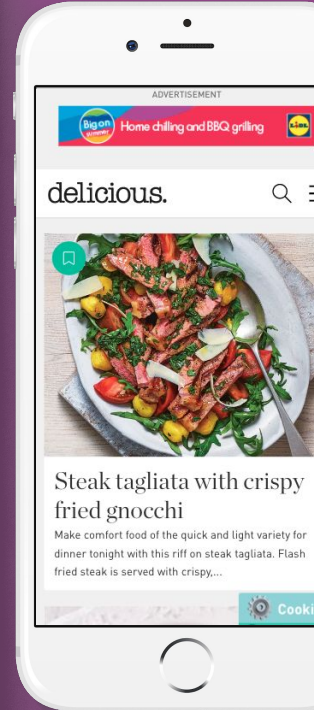
Average family income **£30,285**



delicious.

MAGAZINE

An unashamed
celebration of food





An unashamed celebration of food




delicious. is the place to go, in print, online or on social media, for the world's discerning food lovers.

It's a high-quality UK brand, bringing readers original, beautifully photographed, rigorously tested recipes (8.5K online and counting), plus cookery know-how, reviews and the latest stories and opinions from the world of food.

In the world of delicious., whether it's a quick midweek meal, a weekend feast or a sleeves-rolled-up baking project, cooking is always fun and inspiring.

delicious. fans appreciate that, in a world of information overload, delicious. offers recipes that work, and an independent voice they can trust.

Loyal fans engage with the expert knowledge of the top-quality editorial team and five-star contributors, as well as with hundreds of thousands of other delicious. fans on its social media channels



A word from our editor

'delicious. is about inspiration and passion. It's a magazine for people who love everything about food... reading about it, cooking it, sharing it and, of course, eating it!'



Karen Barnes Editor in Chief



delicious.
MAGAZINE

55,586

Circulation
(ABC Circulation July- Dec 2020)

Source: Demographics PAMCo Q2 2020, Audience segments: TGI Clickstream Q1 2020

Print

Readership: **170,000**

Actively purchased **100%**

Subscriptions **38,401** (69% of print circulation)

Female **77%**

Average age **47**

Have children **66%**

ABC1 **85%**

AB **30%**

Homeowners **63%**

Married/living as a couple **71%**

Higher education **87%**

Buy free range products **61%**

Get a lot of pleasure from food **78%**

Prefer to cook from scratch **70%**



delicious.
MAGAZINE

1.8M

Unique users

Source: Demographics PAMCo Q2 2020, Audience segments: TGI Clickstream Q1 2020

Digital

Page views **4.2M**

Female **70%**

Have children **59%**

ABC1 **60%**

Visits **77% on mobile & tablet**

Homeowners **63%**

Married/living as a couple **59%**

Higher education **73%**

Buy free range products **51%**

Get a lot of pleasure from food **68%**

Prefer to cook from scratch **62%**

Facebook **728,000**

Twitter **248,000**

Instagram **364,000**

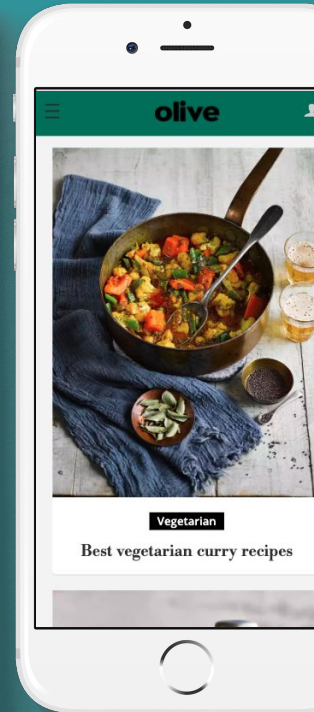
Pinterest **1m followers / 4.3m monthly views**

A top-down view of a rustic meal. A dark, speckled skillet sits on a dark, textured surface. Inside the skillet, there are golden-brown, cubed potatoes, fresh green herbs, and a few pieces of browned meat. To the left of the potatoes, two large, wedge-shaped pieces of radicchio are arranged. A metal spatula with a wooden handle is positioned at the bottom of the skillet. To the right of the skillet, a small white bowl contains a mixture of chopped walnuts and herbs. The background is a dark, textured surface with some scattered herbs and nuts. The word "olive" is written in a large, white, sans-serif font across the center of the image. Below it, the words "Cook | Eat | Explore" are written in a smaller, white, serif font.

olive

Cook | Eat | Explore

Stunning visuals,
sharp writing & sense of
humour set olive apart
from other food and
drink lifestyle brands





A word from our editor



“olive takes its cooking cues from the world around us. Inspired by the best food scenes in Britain and abroad we give our food-literate audience what they want: inspiring ideas for home cooking, insider travel advice and well-researched restaurant recommendations and recipes.

Currently, our rich and varied recipe content feeds their passion for eating out and discovering the food from different cultures. The focus is on seasonality, ease and trends; midweek meals with fewer, quality ingredients; show-stopping desserts; imaginative flexitarian options and food from our travels.

olive appeals to curious, adventurous foodies who live to eat.

*Christine Hayes, Group Editor in Chief
BBC Good Food & olive*



The background of the slide features a top-down view of a white plate filled with a pasta dish, likely penne, topped with a tomato-based sauce, green vegetables, and herbs. The plate is set on a teal and blue patterned surface. To the left, a portion of a yellow tablecloth with a blue floral pattern is visible. The 'olive' logo is prominently displayed in the upper left, with the tagline 'Cook | Eat | Explore' underneath it.

olive
Cook | Eat | Explore

40,580

(ABC Circulation July-Dec 2020)

Print

Readership **113,000**

Actively purchased **99%**

Subscriptions **29,180** (72% of print circulation)

Female **80,600 (72%)**

Male **32,100 (28%)**

ABC1 **83,600 (74%)**

Children in HH **46,600 (41%)**

Average income (CIE) **£33,512**

AB **62,000 (55%)**

Average age **50**

Source: Demographics PAMCo Q2 2020, Audience segments: TGI Clickstream Q1 2020



olive
Cook | Eat | Explore



2.2M

Unique users
(June 2020)

Source: Demographics PAMCo Q2 2020. Audience segments: TGI Clickstream Q1 2020

Digital

Page views **5.2M** (June 2020)

Female **1,098,000 (73%)**

Male **396,00 (27%)**

ABC1 **1,096,000 (73%)**

Children in HH **618,000 (41%)**

Average income (CIE) **£31,093**

AB **680,000 (46%)**

Average age **47**

Facebook **612,000**

Pinterest **73,000**

Twitter **106,000**

Instagram **133,000**



Thank you

liz.reid@immediate.co.uk