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

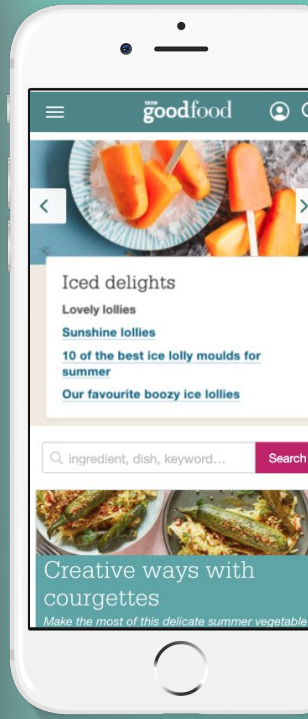
Native digital advertising allows you to seamlessly align your brand with ours through our digital content

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.

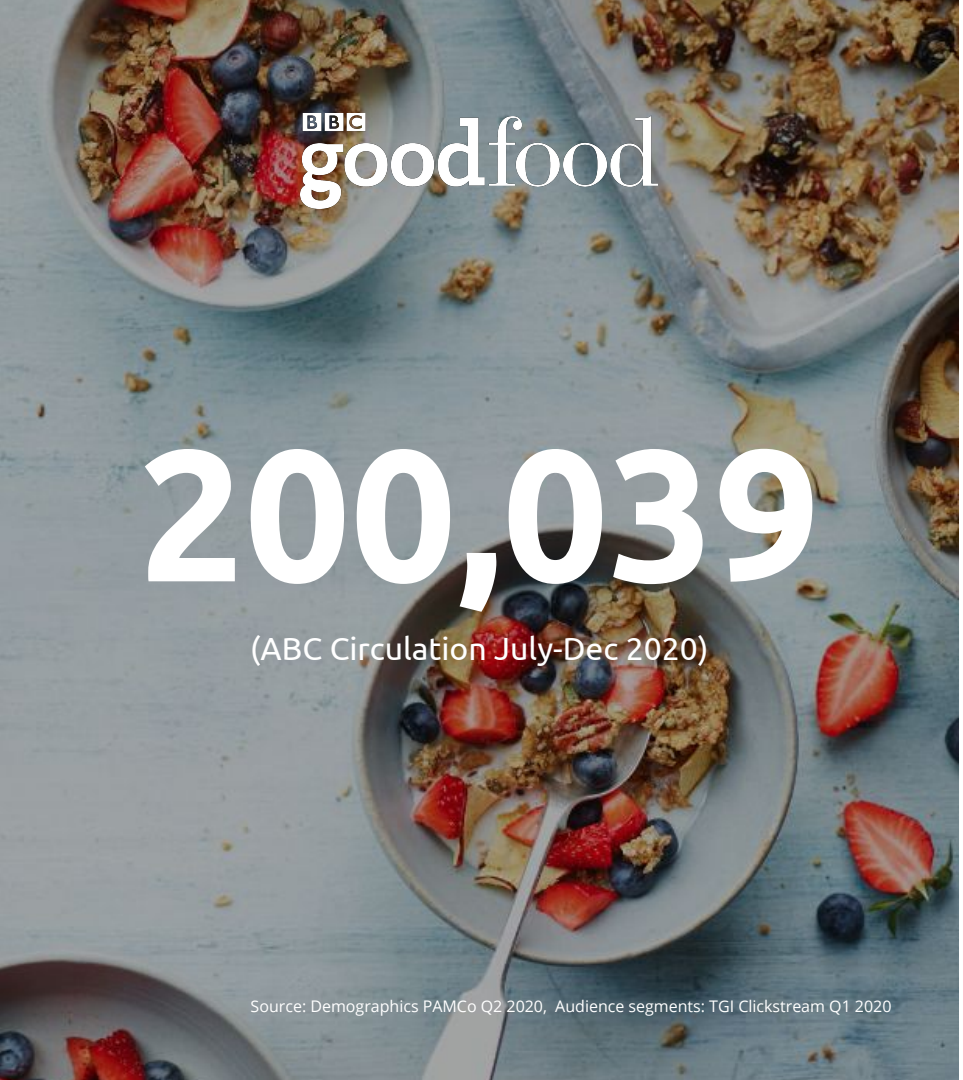
Why? Because we put the audience at the core of everything we do. We listen, react to and predict new behaviours and trends to produce timely, imaginative, useful content on whichever platform you choose to engage with us. Connecting with and growing our wide community is key.

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



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**

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
easycook
from goodfood

Quick, healthy food ideas for busy families

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

Print

Readership **173,000**

Actively purchased **100%**

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

Male **24%**

Female **76%**

Avg age **47**

ABC1 **62%**

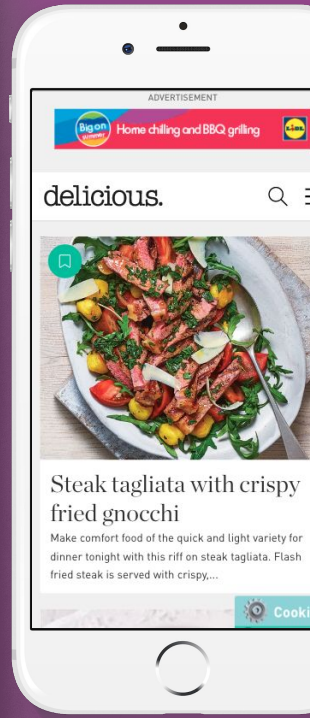
AB **37%**

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

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%**

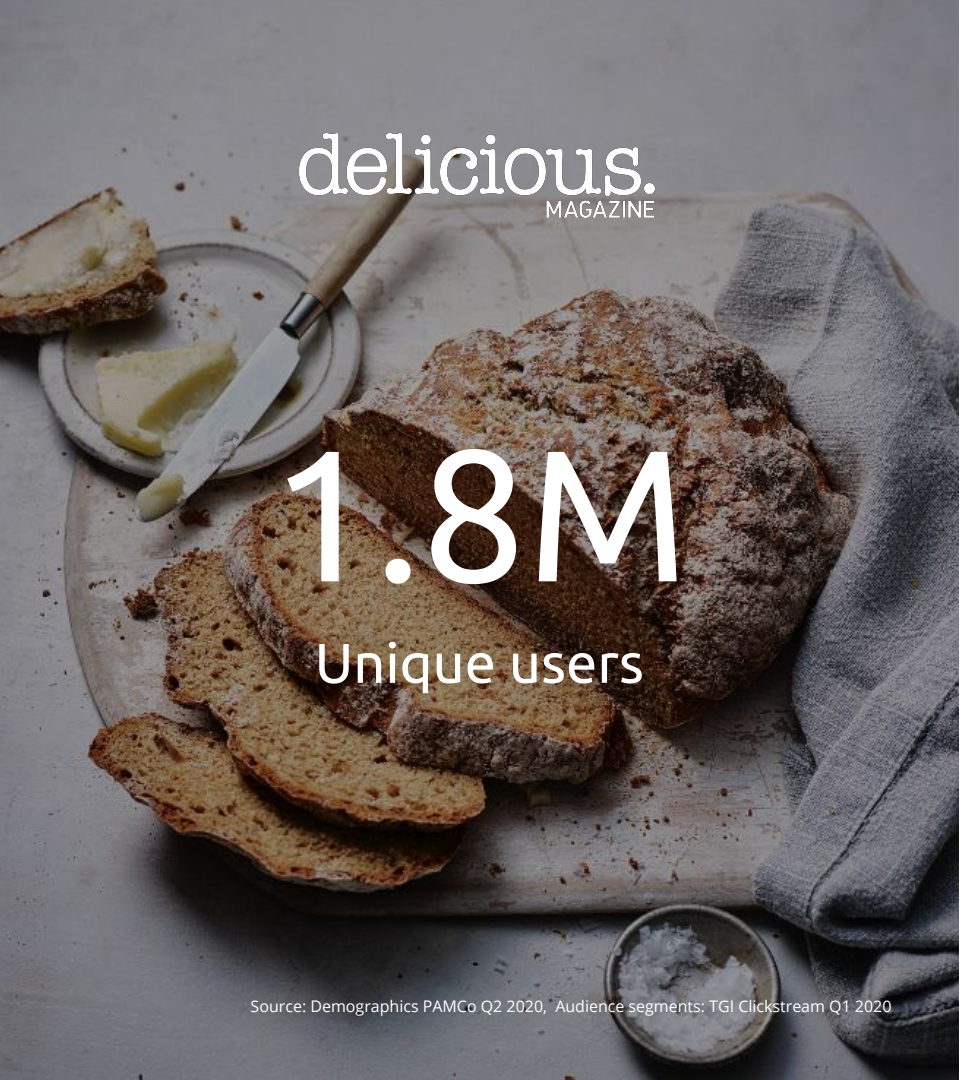
Married/living as a couple **71%**

Higher education **87%**

Buy free range products **61%**

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

Prefer to cook from scratch **70%**



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**

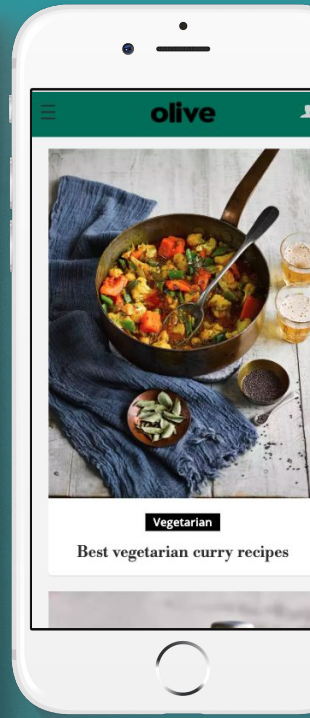
Twitter **248,000**

Instagram **364,000**

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

olive
Cook | Eat | Explore

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



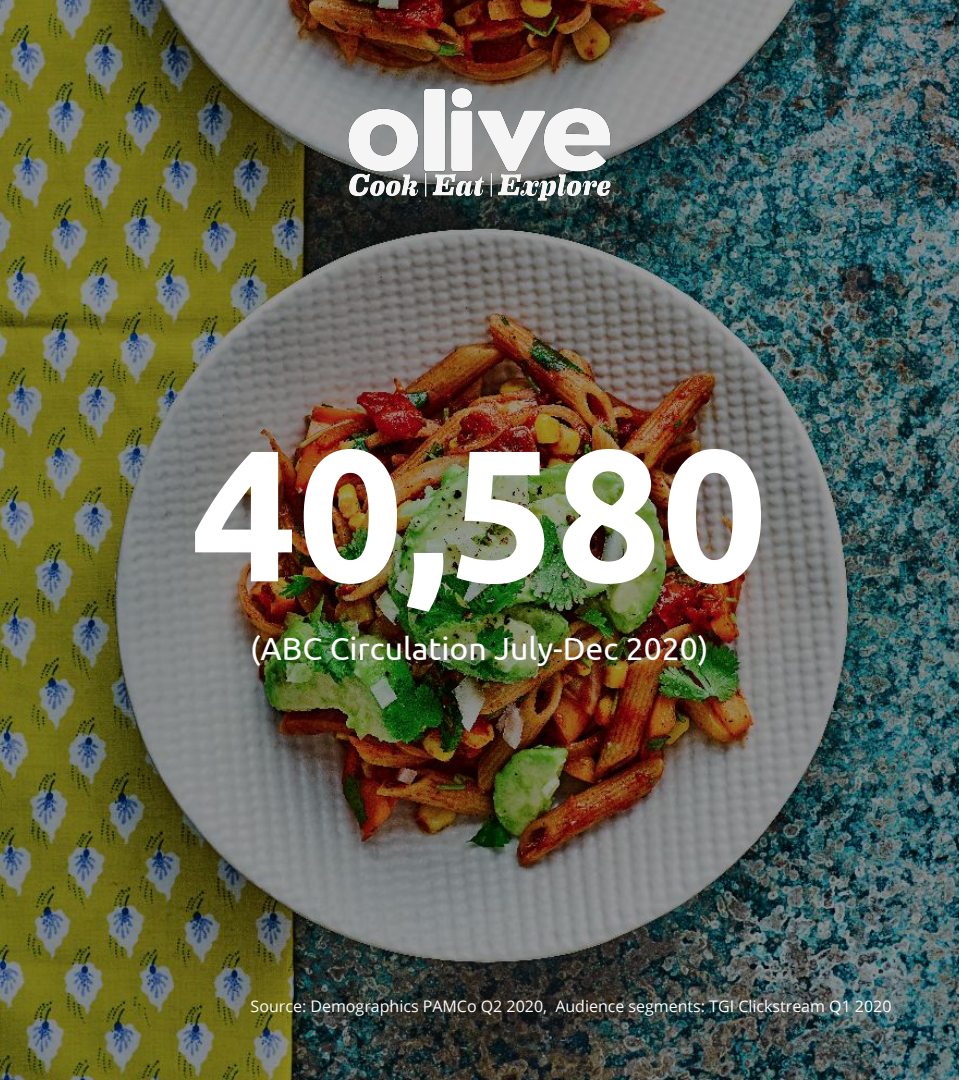
A word from our editor

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



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

Print

Readership **113,000**

Actively purchased **99%**

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

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

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

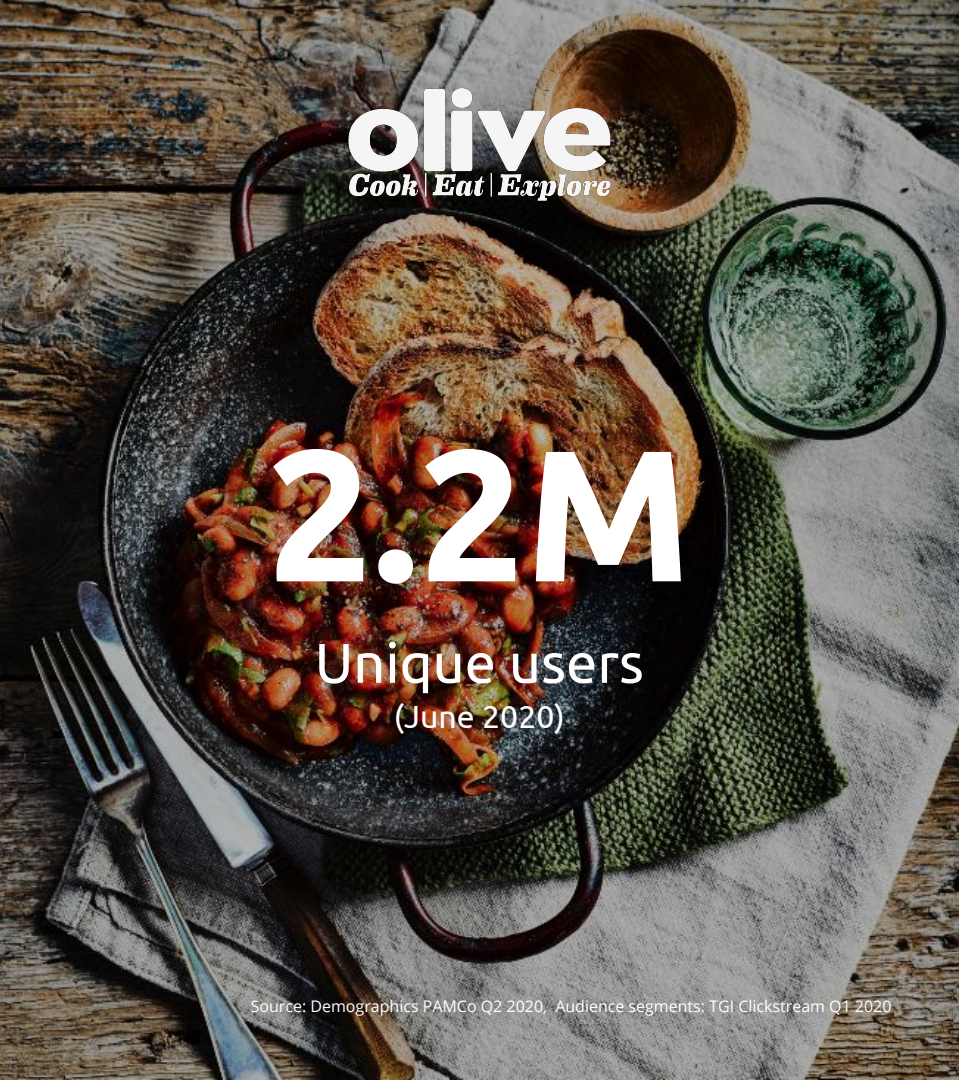
ABC1 **83,600 (74%)**

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

Average income (CIE) **£33,512**

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

Average age **50**



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

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