

delicious.





delicious.

Foodmagazine number 1

delicious.magazine is all about cooking and eating. With surprising, easy-to-make recipes, stories about people with a passion for food and top notch photography. Culinary addresses you can't afford to miss, kitchen gadgets that make you greedy, recipes that make you hungry and much more info that makes the heart of a foodie beat faster. Delicious moves with the seasons, is never complicated and offers you everything you need to enjoy cooking and surprise others with delicious food. Everything is so inspiring that you immediately feel like baking and roasting, cutting and chopping, and cooking to your heart's content. A powerful food brand and an all-round content formula, aimed at people who love to cook and eat and enjoy doing so. As the largest (paid) magazine for this target group, delicious.magazine is proud to bear the title: Foodmagazine no. 1.

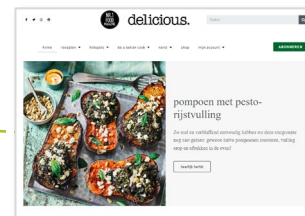
delicious.magazine ACADEMY
Monthly an online masterclass



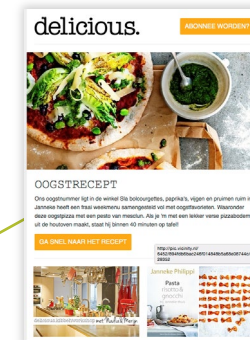
delicious.magazine MAGAZINE
Reach: 283,000 per edition



www.deliciousmagazine.nl
700,000 pageviews monthly



delicious.magazine NEWSLETTER
72,000 subscribers



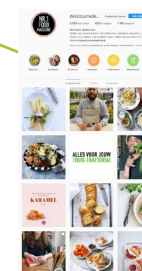
GREEN
Planetproof and delicious
(yearly in April)



This is
delicious.



delicious.magazine FACEBOOK
70,000+ fans



delicious.magazine INSTAGRAM
62,500+ followers



**delicious.magazine
READER OFFERS**



delicious.magazine SPECIALS



delicious.magazine DIARY

delicious. | SUBJECT MATTER



magazine



magazine



magazine



website

Food is the hero!

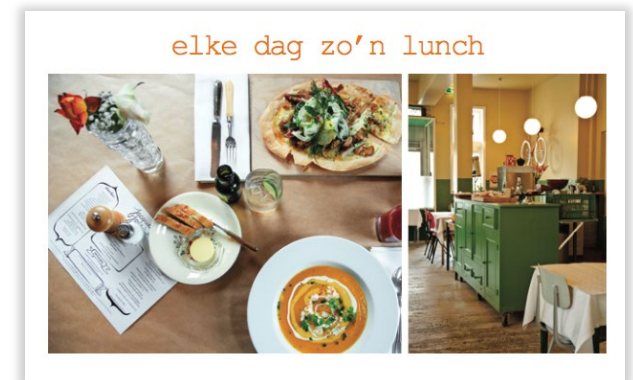
Our recipes are inspiring, versatile and always feasible for home cooks. From quick to prepare to extensive cooking in the weekend. Besides regulars like Yvette van Boven and Janneke Philippi, we bring you local heroes like Samuel Levie or Joris Bijdendijk. We bring you international celebrities like Ottolenghi and Jamie Oliver and discover the pearls, the lesser-known chefs who make beautiful, original things. We are 'flexitarian', so we serve meat, fish and veg, preferably in such a way that there is maximum freedom of choice.



website

Be a Better cook!

Good cooking also means knowledge: of products, techniques and preparation methods. Where and when do you buy the right ingredients and cooking equipment? We provide this information in the recipes themselves and in the section 'Be a better cook' you will find articles and tutorials with tips, tricks & tools to become a better cook, both in the magazine and online. Delicious Academy also offers a range of online master classes: from niche themes such as fermentation and vegan baking to Rutger Bakt biscuits or profiteroles.



website

Food as a lifestyle

Recipes and practical information are the biggest needs of the delicious.magazine reader. But a true foodie is also a bon vivant who enjoys food 'as a lifestyle'. That hunger for information is also satisfied by Delicious. We keep you informed of everything that's going on in the food world: culinary news, food trends, new products, drinks, culinary addresses, cookbooks, podcasts, personalities, influencers, etc. If you follow delicious.magazine, you're always up to date.

delicious.

FACTS & FIGURES

delicious.magazine readers

delicious.magazine readers have a passion for great food. They love to cook for friends and family and dine out frequently. Readers are interested in special recipes and also want to know all about the latest kitchen gadgets and equipment, the newest innovations in kitchens, and which restaurants must be visited! He/she is an enthusiastic media user, both in print form and online.

Male / Female 39% / 61%

Age younger than 35 years 25%, 35-49 years 23%, 50-64 years 28%, 65+ years 24%

Income 61% Average and higher

delicious.magazine

Frequency: 12 editions a year + 4 specials + GREEN

Print reach: 283,000 (NPM-DGM 2023-I)



www.deliciousmagazine.nl

700,000 pageviews monthly
Google Analytics



delicious.magazine Newsletter

76,000 newsletter subscribers
CTO: 19%, CTR: 11%, Open Rate 56%
Frequency: 2x a week on Tuesday and Thursday



delicious.magazine Facebook

70,000+ fans



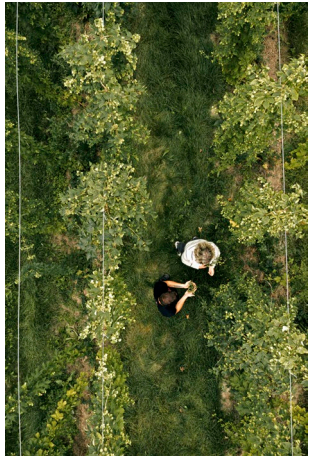
delicious.magazine op X

16,300+ followers



delicious.magazine Instagram

62,500+ followers



delicious.

RATES & FORMATS 2024

Base rate	
in euro's excl. VAT	
1/1 page	€ 9,080
Format index	
1/2 page	63
2/1 page	187
Position index	
Preferred position	110
Spread in center	110
1 st page right	110
Cover 2 or 3	120
Opening spread	120
Cover 4	130
Fold out cover*	280
*excl. production cost – upon request	

Formats and measurements (mm)	
Format	width x height
Trim size	
1/2 portrait	103 x 276
1/2 landscape	210 x 136
1/1	210 x 276
2/1	210 x 276 – 210 x 276
+ 5 mm bleed on all sides	
Technical specifications	
Trim size: 210 x 276 mm	
Advertisement material:	
Please submit your digital ad files as Certified PDF	

Digital		Rate
Product		
NBI – Newsletter Item		€ 3,000
BI – Branded Item		€ 2,750
FBB – Facebook post		€ 800
Instagram Story		€ 800
BI + FBB		€ 3,550
BI + NBI		€ 5,750
BI + NBI + FBB		€ 6,550
Native-in-Article (Cost p. Quality View – QV)		€ 1.25
Production cost* ¹		
Newsletter Item		€ 175
Facebook post		€ 225
Instagram Story		€ 225
Branded Item on website		€ 550
Banners		
Billboard	(970*250)	€ 36 cpm
Halfpage	(300*600)	€ 36 cpm
Rectangle	(300*250)	€ 25 cpm
Leaderboard	(728*90)	€ 15 cpm
Large Leaderboard	(970*90/70)	€ 36 cpm
Wide Skyscraper	(160*600)	€ 18 cpm
Mobile banners		
Banner	(320*100)	€ 15 cpm
Interscroller	(320*480)	€ 36 cpm

*1 based on 2 correction rounds (no discount available)

delicious. | **CONTACT**



For more information:

Roularta Media Nederland
T. +31 (0)20 210 5459
advertising@roularta.nl

www.roularta.nl