

 [TWITTER.COM/FOODISMUK](https://twitter.com/FOODISMUK)

 [FACEBOOK.COM/FOODISMUK](https://facebook.com/FOODISMUK)

 [INSTAGRAM.COM/FOODISMUK](https://instagram.com/FOODISMUK)



FOOD IS A  
RELIGION.  
FOODISM  
IS ITS  
TEMPLE.  
COME  
AND  
WORSHIP  
WITH US.

MEDIA INFORMATION

**SQUAREUP**  
MEDIA

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foodism

**SQUAREUP**  
MEDIA



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HAVING A  
VOICE TO  
COMMUNICATE  
IDEAS AROUND  
FOOD AND  
AGRICULTURE IS  
REALLY SPECIAL

TOM HUNT

THERE ARE MORE important things in life than great food and drink, but none of them taste half as good. We know this, and that's why **foodism** exists – it's a website, weekly newsletter and a magazine 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, with straight-talking, great-looking content from the makers of Square Mile, Escapism, Hedge.

>>>



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INSTAGRAM.COM/FOODISMUK



73,408

# BRAND OVERVIEW

## MAGAZINE

ABC: 73,408  
Readership: 440,000  
Frequency: Monthly, 8 issues per year

## WEBSITE

URL: [foodism.co.uk](http://foodism.co.uk)  
Average unique visitors per month: 93,803  
Average page views per month: 565,320  
Average CTR since launch: 0.27%  
Average dwell time: 2mins 51secs

## NEWSLETTER

Frequency: Twice weekly  
Database size: 30,872  
Average open rate: 35%

## SOCIAL

Facebook: Foodism UK – 25,536 followers  
Twitter: @foodismUK – 32.3k followers  
Instagram: @foodismUK – 67k followers



32.3K  
FOLLOWERS



67K  
FOLLOWERS



25,536  
FOLLOWERS

foodism

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MEDIA



ALDGATE » ALDGATE EAST » BANK » BARBICAN » BLACKFRIARS  
» BOROUGH » CANARY WHARF » CANNON STREET »  
CHANCERY LANE » CHARING CROSS » EMBANKMENT »  
FARRINGDON » FENCHURCH STREET » HOLBORN (CITY  
THAMESLINK) » KINGS CROSS UNDERGROUND » LIVERPOOL  
STREET (BISHOPSGATE) » LIVERPOOL STREET (UNDERGROUND)  
» LONDON BRIDGE » LUDGATE (CITY THAMESLINK) » MANSION  
» HOUSE » MONUMENT » MOORGATE » OXFORD CIRCUS »  
SOUTH KENSINGTON » ST JAMES » ST PAULS » STRATFORD  
UNDERGROUND » TEMPLE » TOWER HILL » VICTORIA – CARLISLE  
STREET » WATERLOO JUBILEE LINE » WATERLOO VICTORY ARCH »  
BAKER STREET » BOND STREET » CAMDEN » GOODGE STREET »  
GREAT PORTLAND STREET » GREEN PARK » HOLBORN » » MARBLE  
ARCH » OLD STREET » OXFORD CIRCUS » TOTTENHAM COURT  
ROAD » WARREN STREET

## PRINT

### DISTRIBUTION

|                 |         |
|-----------------|---------|
| ABC Circulation | 73,408  |
| Readership      | 440,000 |

WITH A CORE distribution network within London zones 1 and 2, the print edition of *Foodism* will reach an affluent demographic from the country's capital. Select retailers and venues around the UK also distribute the magazine on an ad-hoc basis.

# PRINT

THE PRINT INCARNATION of **foodism** is a high-quality, 132-page 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 beyond the standard formats, and can be created by our production and editorial teams where required.





# PRINT

## RATE CARD

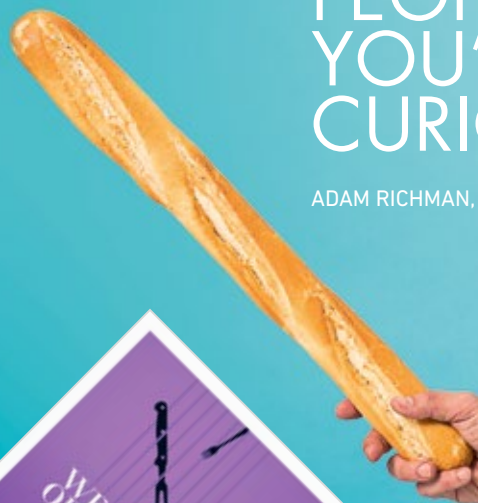
|                            |         |
|----------------------------|---------|
| Front Cover Gatefold       | POA     |
| Back Cover Gatefold        | POA     |
| First Double Page Spread   | £25,000 |
| Outside Back Cover         | £20,000 |
| Double Page Spread (DPS)   | £16,000 |
| Full Page                  | £7,500  |
| Half Page                  | £4,000  |
| Integrated Cover Solutions | £65,000 |
| Advertorial (Full page)    | £9,750  |
| Advertorial (DPS)          | £20,800 |



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IN LONDON  
YOU HAVE  
AFFLUENT,  
EDUCATED  
PEOPLE AND  
YOU'VE GOT  
CURIOSITY

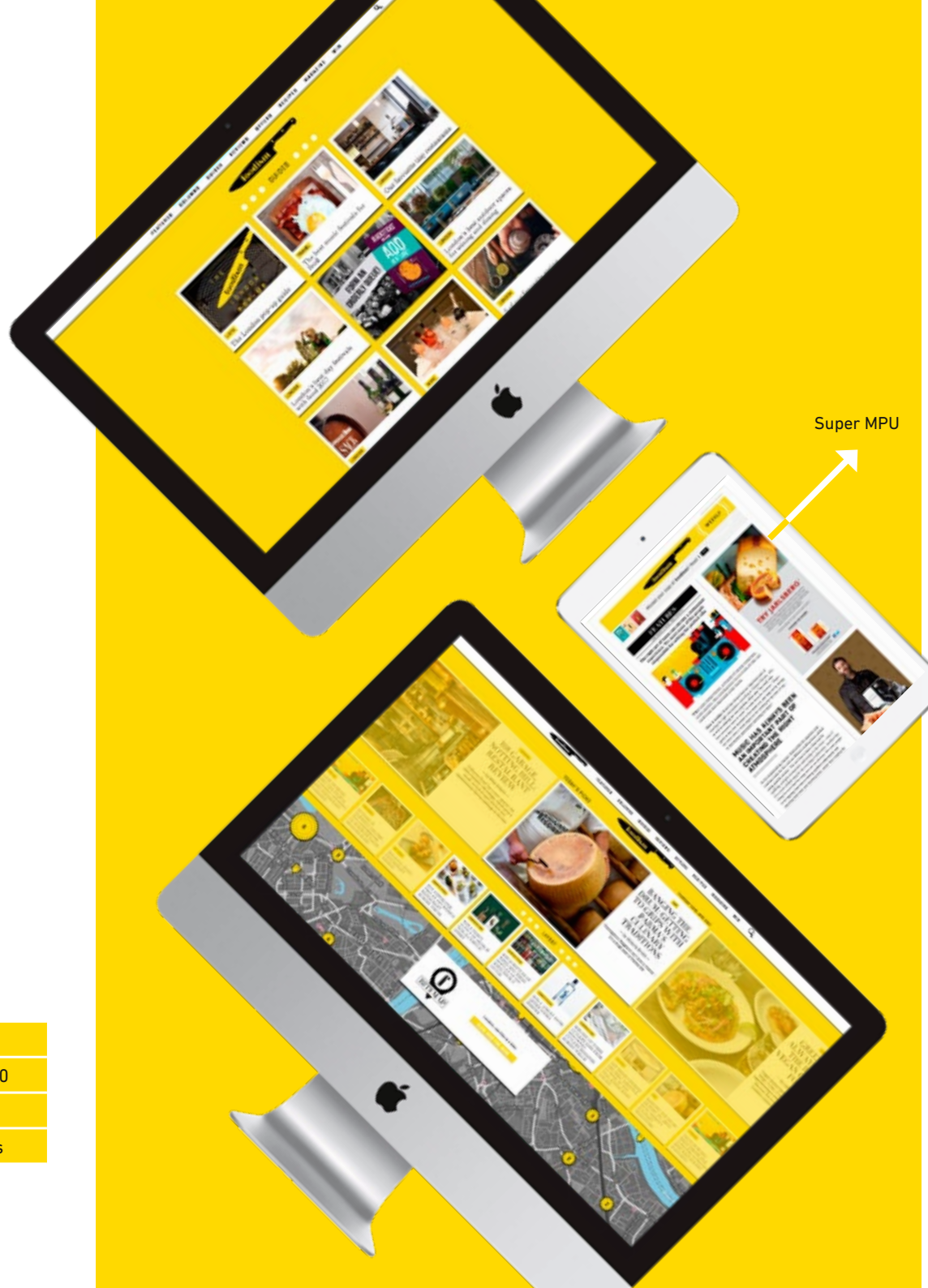
ADAM RICHMAN, on the London food community



# ONLINE

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 London eating. With a careful eye on user interaction, our advertising solutions have been specifically chosen to deliver response to our partners – click-through rates are already some of the strongest in the industry. Both standard and rich media advertising can be integrated into the site.

|                      |         |
|----------------------|---------|
| Unique Visitors p/m  | 93,803  |
| Pageviews p/m        | 565,320 |
| CTR avg since launch | 0.27%   |
| Dwell time avg       | 2m 51s  |



Super MPU

## RATE CARD

### Website Banners

|             |         |
|-------------|---------|
| MPU         | £28 CPM |
| Double MPU  | £38 CPM |
| Leaderboard | £28 CPM |

### Homepage Take Over

|          |        |
|----------|--------|
| Per week | £6,995 |
|----------|--------|

### Competition Package

|           |        |
|-----------|--------|
| One month | £6,995 |
|-----------|--------|

### Digital Artwork Costs

|  |        |
|--|--------|
| Static banner creation<br>(x2 sizes x3 variants) | £600   |
| Flash banner creation<br>(x2 sizes x3 variants)  | £1,100 |

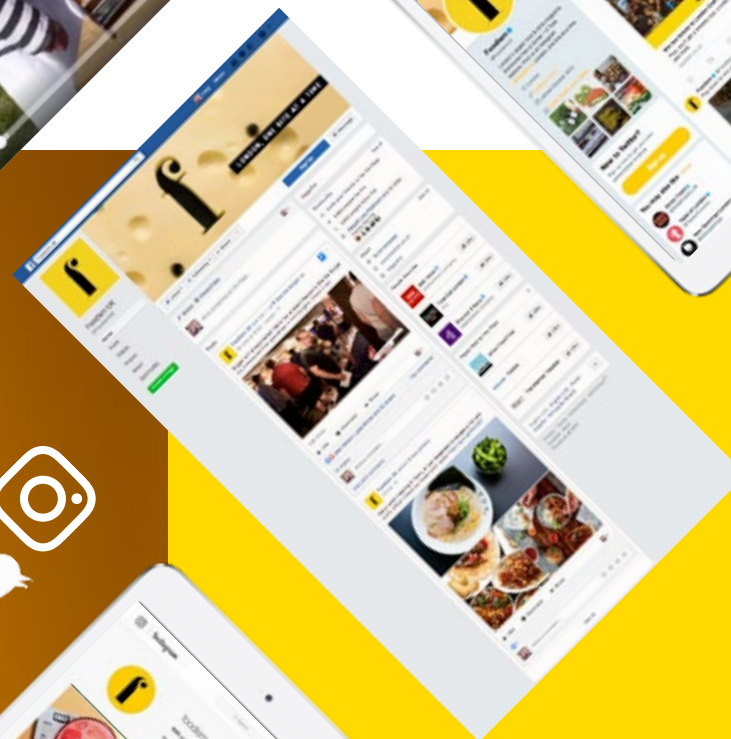


# SOCIAL

**foodism** taps into a hugely enthusiastic and engaged community of foodies on its social media channels, each 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.

## THE NUMBERS

|           |        |
|-----------|--------|
| Twitter   | 32.3k  |
| Instagram | 67k    |
| Facebook  | 25,536 |



# NEWSLETTERS & SOLUS MAILERS

**foodism's** subscribers get two weekly e-newsletters delivered straight into their inbox, each 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 and irreverence. The weekly newsletters 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 with copy and messaging created from a brief by our editorial team.

|                   |        |
|-------------------|--------|
| Database Size     | 51,872 |
| Average Open Rate | 35%    |

## RATE CARD

|                    |         |
|--------------------|---------|
| Super MPU          | £1,995  |
| Solus E-Newsletter | £10,000 |



Super MPU





PRINT ADVERTISING SOLUTION

# INTEGRATED COVER SOLUTION

AN ADVERTISING SOLUTION totally unique to **foodism**, the integrated cover 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 of the **foodism** magazine.

## RATE CARD

|                           |         |
|---------------------------|---------|
| Integrated Cover Solution | £65,000 |
|---------------------------|---------|

THE TEAM AT **FOODISM** ARE GREAT, VERY CREATIVE AND INNOVATIVE IN THEIR IDEAS, YET FLEXIBLE AND PERSONABLE TO WORK WITH. **WE ARE DELIGHTED** WITH THE PARTNERSHIP THAT WE HAVE FORGED

JERRY NAISH, Marketing Manager, Yeo Valley



Outside back cover

Front cover



Inside dps



Inside editorial

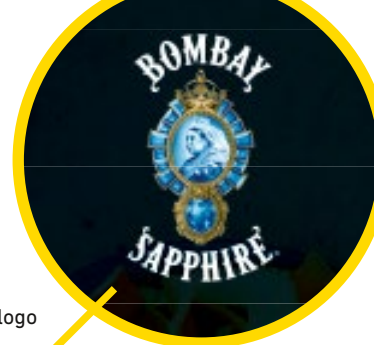
Inside back cover



PRINT ADVERTISING SOLUTION

# THE 8-PAGE GUIDE

THE 8-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.



Branding logo



Guide opener

Introduction



Feature 1

## RATE CARD

The 8 Page Foodism Guide £50,000

Introduction and contents

Feature labels

# A WORLD OF TASTE

Sustainably sourcing botanicals for Bombay Sapphire requires journeys to all corners of the globe. Here are the places where the ten botanicals are carefully grown and harvested



Feature 2



Feature 3

Feature 4



PRINT 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.

## RATE CARD

|                                   |         |
|-----------------------------------|---------|
| Sponsorship of the Recipe section | £30,000 |
|-----------------------------------|---------|

WE HERE AT **SMEG** LOVE **FOODISM**, A GREAT PUBLICATION PRODUCED TO THE HIGHEST STANDARD. IT'S A MUST ON OUR MEDIA PLAN

JOHN DAVIES, Brand Manager, SMEG



Opening advert

In association strip



Bookend adverts



Closing advert

# SELECTOR SPONSORSHIP

## RATE CARD

### Opening panel





PRINT ADVERTISING SOLUTION

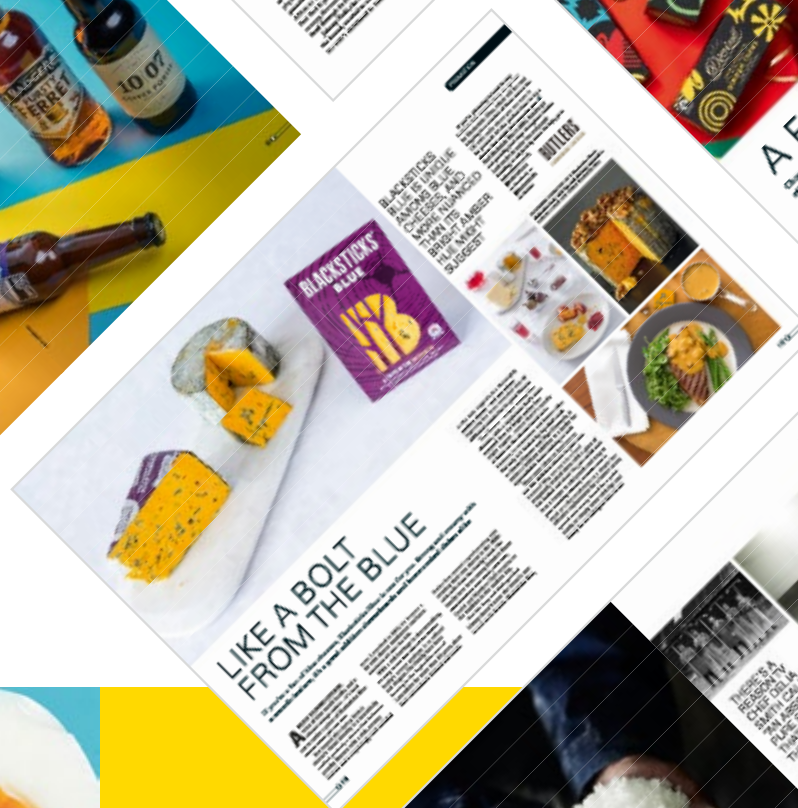
# ADVERTORIALS

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          | £9,750  |
| Double Page Spread | £20,800 |

Double page spread



Full page

foodism



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PRINT / DIGITAL 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 or DPS in the magazine, too. Opt-in data can also be included, meaning you keep the contact information of all entrants.

## RATE CARD

|              |         |
|--------------|---------|
| Digital Only | £6,995  |
| Intermediate | £16,775 |
| Advanced     | £27,895 |



**WIN**

## PURE AND SIMPLE

It's time you tried Snow Queen Vodka, a clean, classic spirit made with quality organic ingredients.

**WIN A LUXURY SNOW QUEEN HAMPER**

Win a luxury Snow Queen hamper, a clean, classic spirit made with quality organic ingredients, alongside the perfect gift.



**BITE AT A TIME**

**WIN**

**WIN A LUXURY SNOW QUEEN HAMPER**

Win a luxury Snow Queen hamper, a clean, classic spirit made with quality organic ingredients, alongside the perfect gift.



**foodism**

**WIN**

**SQUAREUP MEDIA**



TWITTER.COM/FOODISMUK  
 FACEBOOK.COM/FOODISMUK  
 INSTAGRAM.COM/FOODISMUK

DIGITAL ADVERTISING SOLUTION

# ONLINE HUB

For a holistic branded content or promotional campaign that features across a range of web pages, an online content hub is the best place to keep it all together in an easily navigable and prominent part of the **foodism** website. The design and content can all be tailored for any brand.

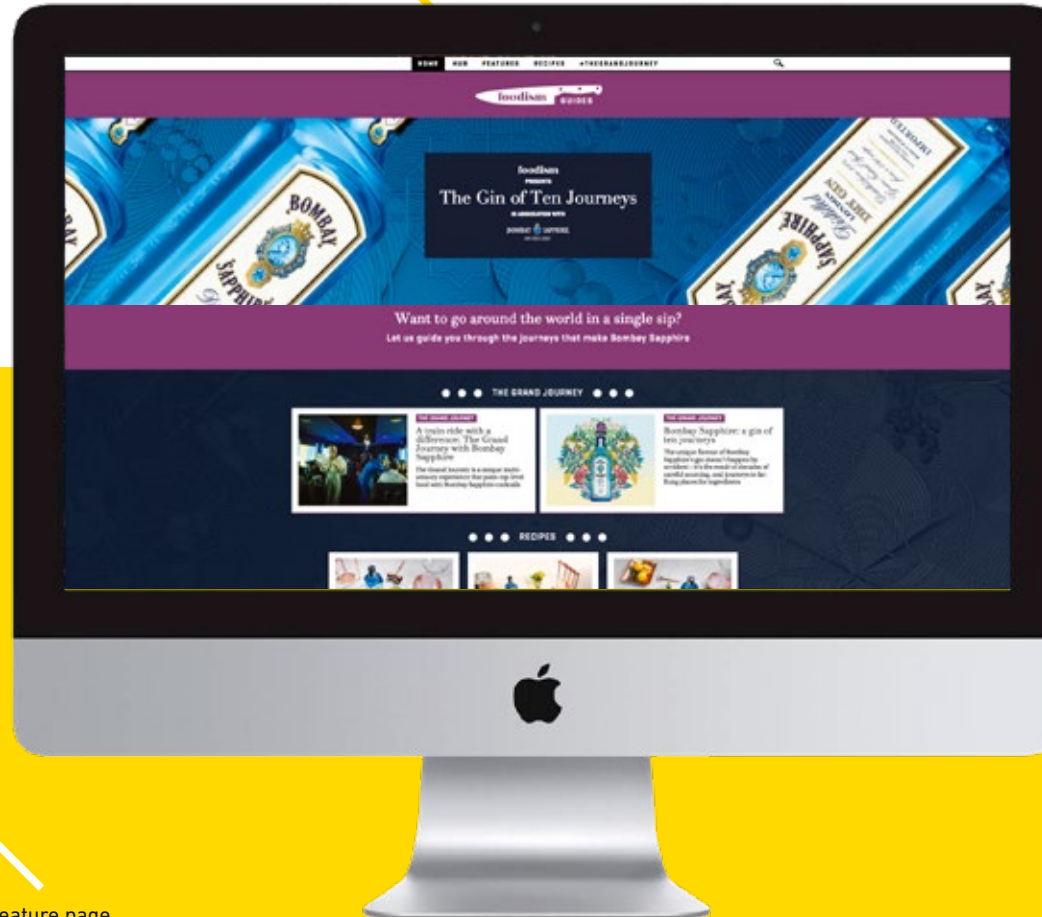
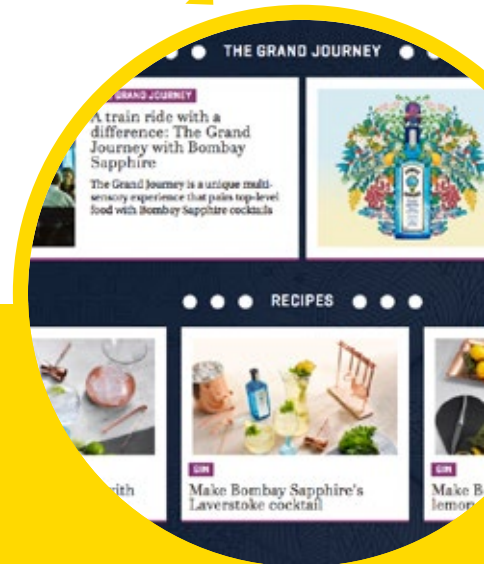
## RATE CARD

|             |     |
|-------------|-----|
| Website Hub | POA |
|-------------|-----|

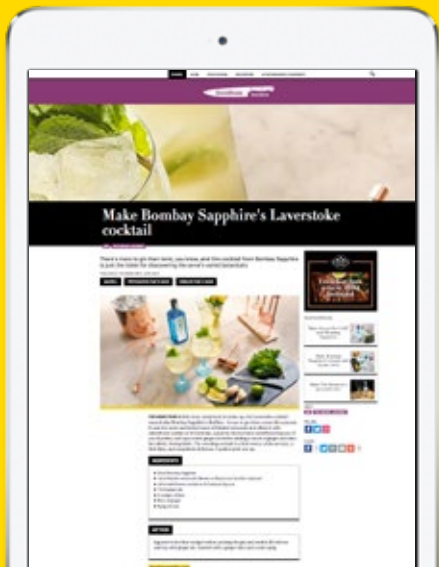


Instagram images

Feature links



Feature page



**SQUAREUP**  
MEDIA

TWITTER.COM/FOODISMUK  
 FACEBOOK.COM/FOODISMUK  
 INSTAGRAM.COM/FOODISMUK

DIGITAL ADVERTISING SOLUTION

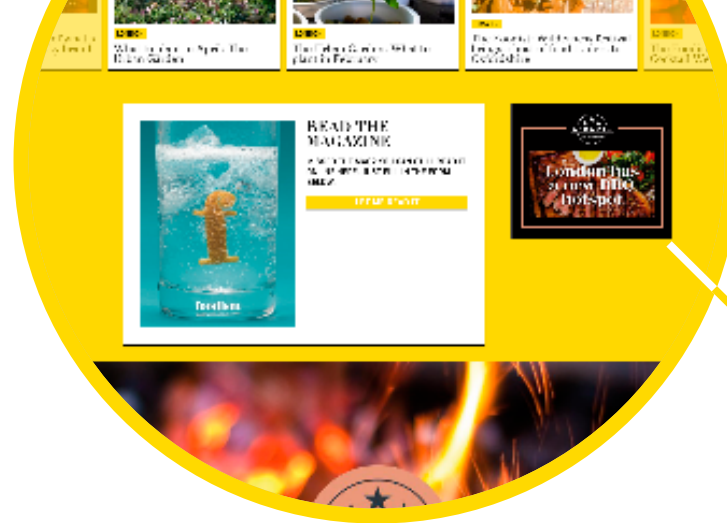
# HOMEPAGE TAKEOVER

A piece of prime real estate on the **foodism** website, the homepage takeover is a chance to deliver a strong, highly visual brand message next to the brand's hero content online. The bespoke parallax integration means high impact, too.

Epic Parallax ad solutions are also available as ROS.

## RATE CARD

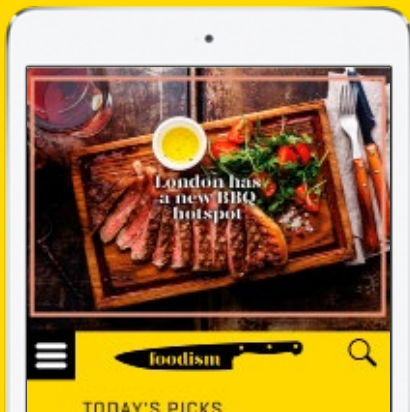
|                             |        |
|-----------------------------|--------|
| Home Page Takeover Campaign | £6,995 |
| Epic Parallax (ROS)         | 48 CPM |



Standard MPU



Mobile



3 Epic Parallax creatives & 2 MPUs

1 →



2 →



3 →



**SQUAREUP**  
MEDIA



# WHAT OUR PARTNERS ARE SAYING

Our partnership with **foodism** provided **the perfect platform** to bring our Spirit of Summer stories to life for the foodie community within London. The **foodism** team are a pleasure to work with – **efficient, diligent** and with a strong **creative** POV, all of which was best demonstrated when they explored our Smokehouse range to produce a mouth-watering advertorial and set of covers.

JANE STILLER, Head of Brand & Marketing M&S

WE HERE  
AT SMEG  
LOVE **foodism**,  
A GREAT  
PUBLICATION  
PRODUCED TO  
**THE HIGHEST  
STANDARD.**  
IT'S A MUST  
ON OUR  
MEDIA PLAN.

JOHN DAVIES, Brand Manager, SMEG

It has been our pleasure to work with the team at **foodism** - they are not only creative, efficient and professional – **they really care about delivering results** and are a wonderful team to work with.

TONI LAW, Brand Manager, Hi-Spirits - Southern Comfort

# OUR ADVERTISERS





# GET IN TOUCH

## ADVERTISING ENQUIRIES

[advertising@squareupmedia.com](mailto:advertising@squareupmedia.com)

## PRESS ENQUIRIES

[marketing@squareupmedia.com](mailto:marketing@squareupmedia.com)

## EDITORIAL ENQUIRIES

[editorial@squareupmedia.com](mailto:editorial@squareupmedia.com)

## CREATIVE SERVICES

[creative@squareupmedia.com](mailto:creative@squareupmedia.com)

## ADVERTISING COPY PRODUCTION

[production@squareupmedia.com](mailto:production@squareupmedia.com)

## SUBSCRIPTIONS

[subscriptions@squareupmedia.com](mailto:subscriptions@squareupmedia.com)

## RECRUITMENT

[jobs@squareupmedia.com](mailto:jobs@squareupmedia.com)

