

delicious.





delicious.

The number 1 foodmagazine

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. is proud to bear the title: the no. 1 food magazine.

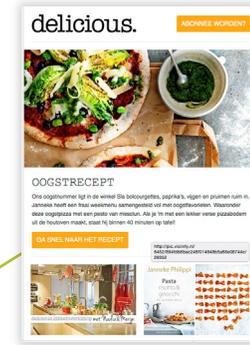
DELICIOUS.MAGAZINE

Reach: 422,200 per edition



DELICIOUSMAGAZINE.NL

428,059 pageviews monthly



DELICIOUS.NEWSLETTER

77,989 subscribers



DELICIOUS.FACEBOOK

69,900+ fans



DELICIOUS.INSTAGRAM

54,500+ followers

DELICIOUS.PODCAST



DELICIOUS.DIARY

DELICIOUS.SPECIALS



DELICIOUS.COOKBOOKS

This is delicious.

DELICIOUS.ACADEMY

Every two weeks an online masterclass



DELICIOUS.PUBLIC PRIZE

Annual election of best cookery book of the year



MEN.FOOD BY DELICIOUS.

Luxury magazine for men with tast (yearly in June)



DELICIOUS. READER OFFERS



delicious. | SUBJECT MATTER



magazine



magazine



magazine



website



website



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.

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.

Food as a lifestyle

Recipes and practical information are the biggest needs of the delicious. 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, you're always up to date.

delicious.

FACTS & FIGURES



delicious.readers

delicious. readers have a passion for great food. They love to cook for friends and family, and eat 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 37% / 64%

Age 25+ years 85%

Income 63% Average and higher

delicious.magazine

Frequency: 12 issues a year + 3 specials

Print reach: 422,200 (NPM 2021-II)

deliciousmagazine.nl

428,059 pageviews p/m

Google Analytics 2021 Q2 up to 2022 Q1



delicious.newsletter

77,989 newsletter subscribers, CTO: 18%, CTR: 9%, Open Rate 49%

Frequency: 2x a week on Tuesday and Thursday



delicious.facebook

69,900+ fans – average reach: 800,000 p/w



delicious.twitter

17,500+ follower



delicious.instagram

54,500+ followers



delicious. | RATES & FORMATS 2022

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
1st 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

Type area

1/2 portrait 85 x 227
1/2 landscape 174 x 113
1/1 174 x 227

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

+ 3 mm bleed on all sides

Technical specifications

Type Area: 174 x 227 mm

Trim size: 210 x 276 mm

Advertisement material:

Please submit your digital ad files as
Certified PDF

Digital

Product Rate

NBA – Newsletter article € 3,000
BI – Branded Item € 2,750
FBB – Facebook post € 800
Instagram Story € 800
BI + FBB € 3,550
BI + NBA € 5,750
BI + NBA + FBB € 6,550
Native-in-Article (Cost p. Quality View – QV) € 1.25

Production cost*1

Newsletter Article € 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

delicious. | CONTACT



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