



WHY GOOD THINGS?

Good Things is the UK's most exciting luxury food and travel lifestyle magazine. We are the authority on dining out, entertaining at home, and travel and culture across print and digital.



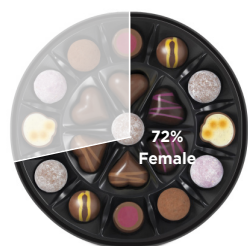
OUR AUDIENCE

Our readers are modern, wealthy sophisticated foodies who are socially active and passionate about food, travel and fine dining experiences.

They look to us for inspiration and insight so they can make informed choices about how to spend their time and money.

Our readers are located in more affluent, metropolitan areas nationwide with 52% based in London and the South East.

Our readers also have high spending habits and a 'because I can' attitude. 73% would most probably choose their next holiday through *Good Things*.



CORE BUYER

Average age **42**
 Average HHI **£118K**
 AB reach **71%**
 ABC 1 reach **87%**

PRINT

Good Things is a luxury monthly print magazine with an ABC-audited circulation of 16,914 and a readership of over 94K.

The print magazine is produced to an uncompromising standard and quality and is available in selected Waitrose, Tesco, WHSmith High Street & Travel, Wholefoods, M&S, Harrods, News on the Wharf, and many more independent retailers nationwide.

Copies are placed in targeted 4 & 5-star hotels, spas, business lounges, airlines, corporate offices, private members clubs, cookery schools and an elite network of restaurants. We also mail large quantities of subscription and promotional copies.



PRINT

OTHER PLATFORMS

Monthly combined digital reach across all platforms = 112,555:

- 30k monthly uniques
- 20k newsletter subscribers
- Return visitors - 24.8%
- Desktop - 52.43%
- Mobile - 30.39%
- Tablet - 17.18%
- Also on Readly & app stores

SOCIAL INFLUENCE



6K FOLLOWERS



17K LIKES

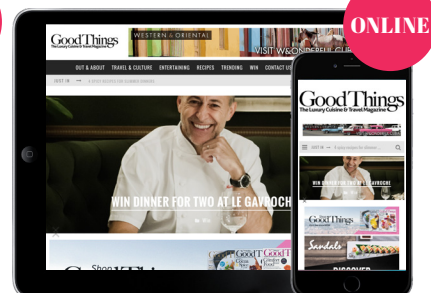


2K FOLLOWERS

GOODTHINGSMAGAZINE.COM

Updated daily with exclusive content, offers and competitions

Good Things has a total combined reach of 206,959 and growing



ONLINE



goodthingsmagazine.com



@goodthingsmagazine



GoodThingsMagazine



@GoodthingsUK

OUR CONTENT

OUT & ABOUT

Featuring interviews with the world's finest chefs, who share their favourite recipes and food obsessions. Championing people with a passion for ingredients and responsible sourcing. Restaurant reviews cover the best and newest places to dine out from luxury experiences to exciting street food.

ENTERTAINING AT HOME

Our sociable readers love entertaining family and friends. They seek our recipe inspiration, plus tips for impressing guests with stylish gadgets and homeware. Every issue, we feature at least 30 exclusive recipes from top chefs, with step-by-step tips on perfecting each one at home.

TRAVEL & CULTURE

Celebrating the thrill of new experiences and locations. From short weekends away to total paradise getaways, our readers love to combine luxurious accommodation with exciting new flavours.

MULTI-PLATFORM ADVERTISING OPPORTUNITIES



Good Things is published 10 times a year, blending together the key areas of interest to our readers. This provides the perfect vehicle for premium and luxury brands to interact, engage and inspire our sophisticated audience. Our engaging content regularly converts readers to cookery courses, events, product purchases and holiday bookings.

- Our partners choose to be placed within the relevant sections of *Good Things* across dining out, entertaining at home and travel.
- Opportunities include Premium Display, Content Driven Display, General Display, Branded Content, Inserts.
- Series booking discounts. We believe in repetition and, with these rates, we think you will too.
- Cross-channel promotions and competitions. Expertly written promotional content, effectively reproduced across print, web, social and email, delivers high levels of exposure, engagement, interaction, direct response, data capture and lead generation. Recent competitions and data collection initiatives are trending at 4,780 respondents each, with 10% third party opt-in. Example partners include Sandals, Dubai Tourism, Lanson, Leiths, Ashburton, Champneys and Stellar Cookware.

FOR ALL COMMERCIAL ENQUIRIES

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HUNGRY FOR MORE?

You can view the latest digital edition of *Good Things* [here](#). The password is goodthings01

