



**BBC**

# goodfood SHOW

Sponsored by:  LEXUS

[www.bbcgoodfoodshow.com](http://www.bbcgoodfoodshow.com)



## Official Showguide Media Information

# 6 amazing shows

The BBC Good Food Shows are the UK's most established food and drink events with 25 years heritage. Attracting over 220,000 food enthusiasts throughout the year, the BBC Good Food Shows feature celebrity chefs, demonstrations and the finest food and drink producers and brands from around the UK and the world.

Culinary heroes such as Mary Berry, James Martin, John Torode, Tom Kerridge, Michel Roux Jr. and the Hairy Bikers all appear regularly across the portfolio of BBC Good Food Shows.

BBC Good Food Shows attract over  
**220,000**  
food enthusiasts across the country

Over **1,000**  
unique exhibitors and sponsors took part

Over **£27**  
million  
was spent at the Shows in 2016

The Shows reach  
**10million**  
through their associated Marketing and PR campaigns





# The Audience

The Shows team closely analyse visitor data to gain valuable insights into the demographics and groups that the Shows attract, with the majority of visitors made up of:

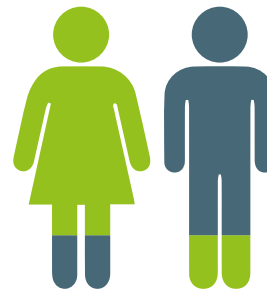
- Affluent Professionals
- Successful Families
- Steady Families
- Comfortable Seniors



78% ABC1



Net promoter score



81% female - 19% male



Average age of visitors



Average spend per visitor



Average household income

# Our Portfolio



**Birmingham  
NEC Summer**  
14 - 17 June 2018



**FEAST,  
Hampton Court Palace**  
August 2018



**FEAST,  
Tower of London**  
September 2018



**Glasgow  
SEC Centre**  
October 2018



**Birmingham  
NEC Winter**  
November/December 2018



**Festive FEAST,  
Hampton Court Palace**  
December 2018



# The Showguide



- Digital version to be hosted on the homepage of the Show website, sent out to a visitor database and promoted on social media



- Live hyperlinks for all advertisers on advertising and editorials

- The only official publication used to navigate around the Show, to include maps, timetables and exhibitor listings

- Seasonal recipe collection, providing long shelf life

## Advertising Options

PREMIUM POSITIONS	NEC SHOWS	OTHER SHOWS
Outside Back Cover	£3,500	£2,500
Inside Front Cover	£3,250	£2,100
Inside Back Cover	£3,125	£1,950
Double Page Spread	£4,750	£2,850
Full Page	£2,500	£1,500
Half Page	£1,375	£825
Quarter Page	£750	£450