

Waitrose *Kitchen*



Media pack

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People who love food, and love thinking about food, love Waitrose Kitchen for delivering brilliant, practical ideas on their favourite subject.



Waitrose Kitchen is the stylish magazine for people who love good food, drink and travel. A stunning feast of international food stories and thought-provoking columns from the world's leading food writers, **it's packed with delicious seasonal recipes to inspire the novice**

as well as the expert cook. As Waitrose brand ambassador, it brings the premium brand experience to life and showcases Waitrose's unrivalled passion for, and knowledge of, food and drink.

Waitrose Kitchen delivers readers who are excited about food and who **actively look to the magazine to guide their purchasing decisions** in Waitrose and beyond. Edited by the renowned food writer and broadcaster William Sitwell, it is cemented as the leading magazine in its field. And with Pippa Middleton's column gaining exposure in newspapers and magazines from Sydney to New York, *Waitrose Kitchen* is without doubt the most famous food magazine on the planet. The title is free to myWaitrose members and provides brilliant ideas for shopping, cooking, eating and – more especially – foodie 'me time' for these key customers. People who love food, and love thinking about food, love *Waitrose Kitchen* for delivering, month after month, brilliant, practical ideas on their favourite subject.

Award-winning Waitrose, the UK's fastest-growing supermarket



- June 2014 – **Best supermarket in Which?**
(Supermarket satisfaction survey of 7,060 shoppers)

Waitrose Kitchen

AUGUST 2014



MORE OF WHAT YOU LOVE...

£1.20 or FREE to myWaitrose members, John Lewis, Waitrose and Partnership cardholders

THE ITALIAN ISSUE

Bring the taste and spirit of the Med into your kitchen

ULTIMATE HOMEMADE PIZZA

(you won't believe how good it is)

GET THE KIT
Must-have Italian
cooking tools

PASTA SPECIAL

Right sauce, right shape and the five recipes you *have* to know



Neapolitan pizza (page 74)

THE UK'S BEST ITALIAN CHEAP EATS



LOCATELLI: BAN SPAGHETTI BOLOGNESE!
PERFECT PESTO: A MEAL IN 10 MINUTES
CARLUCCIO: HOW I FOUND PEACE IN ENGLAND



Award-winning Waitrose, the UK's fastest-growing supermarket

- May 2013 - **Good Housekeeping Favourite Supermarket Award** for the 6th year running

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The figures

Circulation 680,925 (Print run 700,000)

Sainsbury's Magazine - 216,894 BBC Good Food - 225,876

Delicious - 61,736

Olive - 50,044

(ABC Jan-June 2014)

Waitrose Kitchen magazine has had the largest increase in readers in the past year (ABC July 2013-June 2014)

Readership 2,043,000 (NRS 2013 Q4 AIR)
3,017,000 (NRS 2013 Q4 ever read)

Demographics

46% AB readers, 75% ABC1 readers,
73% women, 27% men

GB TGI 2014 Q2 (Jan 2013-Dec 2013)

Effectiveness

As the key customer marketing channel for Waitrose's highest-spending John Lewis Partnership Account Cardholders and myWaitrose members, *Waitrose Kitchen* allows brands to speak directly to the highest-spending shoppers in store. **It offers a direct touch point to Waitrose core shoppers and ultimately influences purchasing.** *Waitrose Kitchen* is proven to drive trade and increase visits/spend.

- **4.5 million** myWaitrose customers (and growing)
- myWaitrose shoppers **spend 2.5 times more** than non-cardholders
- Over **half of all transactions** are from myWaitrose customers
- They **visit more and spend more** when they visit
- Top customers rate myWaitrose as **the best loyalty scheme**



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Supplier sales uplift directly attributed to the magazine

- **35% sales uplift** on John West Tuna Infusions
 - **56% sales uplift** on Rombouts Café Ground Coffee
 - **13% sales uplift** on San Pellegrino mineral water
- During publication period versus period prior, October 2013

Readers

Passionate yet discerning, *Waitrose Kitchen* readers love food, drink and travel. They want to be one step ahead of the crowd, whether they're cooking a meal for friends or planning their next holiday. The *WK* reader is always on the lookout for fresh ideas and insider information.

Attitudes

- *Waitrose Kitchen* readers are **more likely to have taken 4-5 holidays abroad in the past 12 months** (278 index*)
- Readers definitely **agree, it's worth paying more for quality goods** (131 index*)
- **46% of readers own their home outright***

TGI 2014

* Highest index against *BBC Good Food*, *olive*, *Sainsbury's*, *delicious* and *Jamie* magazines.

Distribution

Redeemed by John Lewis Partnership cardholders and myWaitrose members at Waitrose and selected John Lewis branches. It can also be purchased by non-account holders for £1.20 in Waitrose.

Award-winning Waitrose, the UK's fastest-growing supermarket



- April 2013 - **Best Food & Grocery Retailer at Verdict's annual Consumer Satisfaction Awards** for the 8th year running



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2014/15 deadlines

On sale dates

Issues on sale the last Thursday of every month.

November	30 Oct
December	27 Nov
January 2015	29 Dec
February	29 Jan
March	26 Feb
April	26 Mar
May	30 Apr
June	28 May
July	25 June
August	30 July
September	27 Aug
October	24 Sept

Display advertising deadlines

November	24 Sept
December	22 Oct
January	7 Nov
February	8 Dec
March	16 Jan
April	13 Feb
May	18 Mar
June	15 Apr
July	14 May
August	19 June
September	17 July
October 1	3 Aug



“The number of people coming into my restaurant and mentioning that they have read the column in *Waitrose Kitchen* and tried the recipes is staggering. Having written for *olive* and *BBC Good Food* magazine in the past, for over a year the difference is very noticeable.”

Matt Tebbutt

Insert delivery deadlines

November	2 Oct
December	30 Oct
January	21 Nov
February	22 Dec
March	29 Jan
April	26 Feb
May	3 Mar
June	28 Apr
July	28 May
August	2 July
September	30 July
October	28 Aug

ADVERTISEMENT FEATURE

RADIANT RADISHES

For a healthy snack, look no further than this bright British veg



Summer food is all about fresh, vibrant flavours. Radishes are a healthy snack that can be enjoyed in a variety of ways. They are a good source of vitamin C and fibre, and their peppery taste makes them a great addition to any meal. Try them in a salad, roasted with olive oil, or sliced into thin rounds for a healthy snack. They are also a great source of antioxidants and can help to improve your digestion. So next time you're looking for a healthy snack, look no further than this bright British veg.

ADVERTISEMENT FEATURE

LUNCH WITH ADDED CRUNCH

Shake up your midday routine with Jacobs' new baked croutons, piled high with your favourite toppings



At Jacobs, we're committed to providing you with the best quality ingredients for your home. Our new baked croutons are made with premium quality ingredients and are perfect for adding a little extra crunch to your lunch. They are also a great source of fibre and can help to improve your digestion. So next time you're looking for a healthy snack, look no further than these new baked croutons.

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2014/15 deadlines continued

Advertorial deadlines

November	22 Aug
December	19 Sept
January	tbc
February	tbc
March	tbc
April	tbc
May	tbc
June	tbc

Ad-layout deadlines

November	1 Sept
December	29 Sept
January	tbc
February	tbc
March	tbc
April	tbc
May	tbc
June	tbc



This page is one of many Reports from the world's most exciting. Premium. The Great Club.

ADVERTISEMENT

TAILOR-MADE MEDITERRANEAN

Celebrity Cruises is the only cruise line in the world to offer a tailor-made Mediterranean cruise. This means you can enjoy the best of the Mediterranean from the comfort of your own ship. The ship is a floating hotel, with a crew of 100 and a chef who can cater to any dietary requirements. The ship is also a floating spa, with a pool, gym, and spa. So next time you're looking for a holiday, look no further than Celebrity Cruises.





When the journey matches the destination. That's what we call Modern Luxury.

App advertising deadlines

November	9 Oct	(issue on sale 30 Oct)
December	5 Nov	(issue on sale 27 Nov)
January	tbc	(issue on sale 23 Dec)
February	tbc	(issue on sale 29 Jan)
March	tbc	(issue on sale 26 Feb)
April	tbc	(issue on sale 26 Mar)
May	tbc	(issue on sale 28 Apr)
June	tbc	(issue on sale 28 May)

COMPETITION



Win a holiday to Alberta, home of the Canadian Rockies

Two lucky winners will travel for the province of Alberta, Canada, to explore some of the most spectacular scenery in the world.

Have you ever been to Alberta and seen the Canadian Rockies? If you haven't, you're missing out on one of the most beautiful and diverse landscapes in the world. The province of Alberta is home to some of the most spectacular scenery in the world, with the Canadian Rockies stretching across the province. The mountains are majestic and awe-inspiring, and the valleys are lush and green. There are also some of the best skiing and snowboarding in the world, and the province is home to some of the best wildlife in the world. So if you're looking for a holiday to Alberta, you're in luck. There are two winners who will be traveling to Alberta, Canada, to explore some of the most spectacular scenery in the world.



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ADVERTISEMENT FEATURE

VIVE LA FRANCE!

Give your meals a deliciously chic twist with French gastronomy.



ITALIAN KITCHEN

For an easy and delicious supper, choose Waitrose's delicious, fresh pasta sauces. Reformed!

Looking for a quick and easy supper? Try our delicious, fresh pasta sauces. Reformed! Our pasta sauces are made with fresh ingredients and are perfect for a quick and easy supper. They are also perfect for a family supper or a party. So if you're looking for a quick and easy supper, choose our delicious, fresh pasta sauces. Reformed!



Competition



Win a luxury holiday to Seaside Palm Beach hotel in Gran Canaria

The sun is shining and the sea is blue. It's time to win a luxury holiday to Seaside Palm Beach hotel in Gran Canaria.

The Seaside Palm Beach hotel is a luxury resort in Gran Canaria, Spain. It offers a wide range of facilities and services, including a swimming pool, a lounge area, and a view of the sea. So if you're looking for a luxury holiday, choose Seaside Palm Beach hotel in Gran Canaria.

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Rate card

Display pages

Run of print (ROP)	£15,700
Front half facing matter (FH,FM)	£17,270
Inside front cover (IFC)	£18,840
Inside back cover (IBC)	£18,840
Outside back cover (OBC)	£20,400
Half page	£11,270

Advertorials - To include full shoot

35% premium on display rate, plus net production charge (£2,500 full page; £3,500 DPS)

Ad layouts - Using visuals and copy provided

20% premium on display rate, plus net production charge (£900 half page; £1,500 full page; £2,500 DPS)

Composite advertorials

Three products per slot, incl. production £4,900 each

Coupons

Four coupons per half page £2,950 each

Inserts

Loose (per single A5 sheet)	£45/000
Bound in	£70/000

Series, volume and business incentives available on application.

If ad creative includes a recipe there is an additional £150 production charge for the WK food team to test the recipe.

Award-winning Waitrose, the UK's fastest-growing supermarket

• September 2013 - **Best Supermarket at the Soil Association's Organic Food Awards 2013**



Tastes of a nation

Waitrose Kitchen reveals what British families are eating – and who's doing all the work – in an exclusive poll, sponsored by Kikkoman

 words: Peter Ginn, Daniel Fogger, Vanessa Clarke
 photography: Kristian Barnett, Matt Murray, Richard Moran

We no longer a meat and two veg nation, we live on pasta, save our drinking for the weekend and we'd rather have a takeaway than friends round for dinner, according to Waitrose Kitchen's exclusive new investigation into the cooking and eating habits of modern British families.

The one constant is who's doing all the work. In our survey of more than 1,000 families with children aged between nine and 16, seven out of ten admitted that mum will do most of the cooking midweek. Only 28 per cent of dads said they cook on weekdays, and a paltry six per cent of teenage girls said they cook.

"These results sound about right to me," says Rachel Johnson, novelist and editor of *The Lady*. "At our home, I do all the cooking, and the children – teenagers now – only help in so far as laying and clearing tables. Mum said veg really only happens on Sunday, when my husband does a roast."

Journalist and author, Lucy Cavendish agrees: "I do the cooking because I work

from home. My teenage son never cooks, even though he does cookery classes at school. It worries me that women seem to be doing all the home cooking – especially when male chefs dominate our TV."

Pasta is the future: weekend supper for eight out of ten families, while Chinese and Indian takeaways are the top choice for Friday and Saturday nights.

"It's interesting to see that Chinese has now overtaken Indian as the takeaway of choice," says food writer and TV presenter Tom Parker Bowler. "And that pasta is our most popular midweek meal. We've always been great at assimilating food cultures into our own."

Thirty-six per cent of dads said Sunday lunch is their time to cook for the family. Roast pork, lamb or beef are the top choices (67 per cent), with chicken a more popular option during the week.

"These results show that, for most, cooking is a chore," says food and travel writer Kevin Goddard. "Kids seem under so much pressure to perform at school that mum let them off helping at table. But unless we get our heads to re-examining the situation will continue to fragment."

IN THE AVERAGE UK FAMILY:
 A quarter aim to eat healthy midweek suppers, but just 9% keep this up on Saturdays.
 Eating out is more popular than entertaining at home, with 14% of families going to a restaurant on a Saturday night, but only 1% putting legends over for a meal.
 Midweek, 36% of people don't drink alcohol, but on Saturday, 52% of us hit the bottle.
 Sunday is still a day of rest, with the majority of families saying they prefer to stay at home, and over a third of dads saying they like to cook the family meal.
 Teenagers are barely helping out in the kitchen at all – only 6% of girls and 3% of boys.
 Chinese is the top takeaway choice (47%), followed by Indian (42%) while only 23% of families now choose fish and chips.



Kikkoman – the everyday, all-purpose seasonings. See page 89 for exciting new ways to cook with soy sauce

waitrose.com SEPTEMBER 2011

DISCOVER A WONDER

Marvel at the spectacular sights and sample the delicious cuisine of the amazing hero of the East

Taiwan

Discover the beauty of Taiwan. From the spectacular scenery and traditional architecture to the delicious cuisine and vibrant culture, Taiwan is a wonder to behold. Discover the beauty of Taiwan. From the spectacular scenery and traditional architecture to the delicious cuisine and vibrant culture, Taiwan is a wonder to behold.

EXCLUSIVE COMPETITION

Win a week's holiday and experience a taste of Taiwan

Our wonderful clear glass will enjoy a journey to Taiwan. Discover the amazing sights and sample the delicious cuisine of the amazing hero of the East

For more information on this exciting competition, visit www.waitrose.com/taiwancup

and Mike arly...

TAYLORS TEA

MAKING TEA & COFFEE BEVERAGES

Tea versus coffee

Britain gives the thumbs up to builders' tea

Coffee may be packed with coffee drinkers, and its popularity has risen rapidly in the past few years, but nothing will ever oust the magic of our favourite traditional drink. Our exclusive poll reveals an interesting insight.

Tea is a magic beverage

It's no surprise that tea is the most popular beverage in the UK. In fact, it's the only one that's been around since the beginning of time. And it's still going strong. In fact, it's the only one that's been around since the beginning of time. And it's still going strong.

Want to get creative?

The *Waitrose Kitchen* sponsorship team can build customised editorially integrated campaign solutions that engage, inspire, educate and deliver on your individual strategic objectives. Every solution produced will be innovative and influential, delivering multi-platform touch points to communicate your messages to our highly receptive audience.

Creative opportunities include:

- Fully branded supplements
 - Brand partnerships
 - Bespoke sponsorships
 - Tip-on/poly-bagged sampling
 - Gatefold cover executions
 - Exclusive reader offers and competitions
- Concepts and prices available on request
 - michelle.chandler@johnbrownmedia.com

Award-winning Waitrose, the UK's fastest-growing supermarket



- February 2013 – **OLN's Drinks Retailing Awards 2013** Wine Retailer of the Year, Spirits Retailer of the Year, Cider Retailer of the Year and Supermarket of the Year



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Contacts

Ali Carter – Acting Ad Director

T: 020 7565 3399 **E:** ali.carter@johnbrownmedia.com

Dinah Williams – Senior Sales Executive

T: 020 7565 3303 **E:** dinah.williams@johnbrownmedia.com

Emily Wilson – Senior Sales Executive

T: 020 7565 3314 **E:** emily.wilson@johnbrownmedia.com

**Michelle Chandler-Campbell – Creative Solutions
& Travel Specials**

T: 020 7565 3248 **E:** michelle.chandler@johnbrownmedia.com



Award-winning Waitrose, the UK's fastest-growing supermarket



- November 2012 – **IWSC Retailer of the Year** (Wine and Spirits) and Spirits Retail Buyer of the Year



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The **NEW** Waitrose Kitchen app

Our new *Waitrose Kitchen* app (across iPad and Android) provides readers, suppliers and brands with an exciting multi-channel offering, enabling all myWaitrose members to download each edition for free. The app replicates the magazine, with additional content and videos.

Audience

- **4.5 million myWaitrose cardholders** (and growing)
- myWaitrose cardholders display **higher frequency and higher average spend per trip**
- **25% of all Waitrose online transactions come via tablets**
- **Higher than average app consumption***. Our readers are **176% more likely** than the general population to have **downloaded magazine tablet apps** in the past 12 months
- They are **88% more likely to have downloaded paid-for apps for tablets** in the past 12 months
- They are **50% more likely to have downloaded free apps for tablets** in the past 12 months
- Mean spend: **£30.26 on any apps** in the past 12 months – that's **23.5% more than the national average**

*Source: TGI (July 2012-June 2013)

Rate card

£2,500 per full display page per month
 Advertorials based on print version, 35% premium on display page, plus net production charge