

CookVegan



CookVegan

Media Kit
2016

www.cookveganmag.com

About us

The award-winning team behind Vegan Trade Journal and Vegan Life – the UK's premier vegan lifestyle magazine – now brings you **Cook Vegan**. The ultimate resource for those who want to incorporate plant-based food into their diets, **Cook Vegan** is more than just recipes. Conceived as an encyclopaedia of vegan cookery and techniques, every issue packs in clear sections on the ingredients and equipment needed to take plant-based cooking to the next level – and how to use them. With recipes that cater for budget meals through to the fine-dining experience, each issue informs, instructs, and demystifies each level of the vegan cookery spectrum.

It is the essential toolkit for any food enthusiast.

In partnership with vegan influencers, chefs, and organisations, **Cook Vegan** provides its readers with exclusive recipes as well as the most up to date nutritional information.

Circulation

Print:

Available through a multitude of outlets in the UK including:

TESCO Sainsbury's

Waitrose WHSmith

Plus Whole Foods Market, Independent Newsagents, Health Stores, Health Centres, Spas, plus Vegan and Vegetarian events nationwide.

Getting to know us...

- **Circulation:** 30,000
- **Readership:** 90,000
- **Frequency:** 10 issues per year
Issue 1 - Early Summer 27th May
Issue 2 - September 18th August
Issue 3 - October 15th September
Issue 4 - November 13th October
Issue 5 - December 17th November
Issue 6 - Jan/Feb 17 29th December
Issue 7 - March 17 9th February 17
Issue 8 - April 17 16th March 17
Issue 9 - May 17 13th April 17
Issue 10 - June 17 15th June 17
Issue 11 - Jul/Aug 17 15th June 17
- **Pages:** More than 100 pages in glorious full colour on gloss paper



- **Cover price:** £4.25 per issue (UK)

- **Available in print AND on the go,** in the form of our fully interactive app

App:

The fully interactive app is available on all tablet formats internationally including:



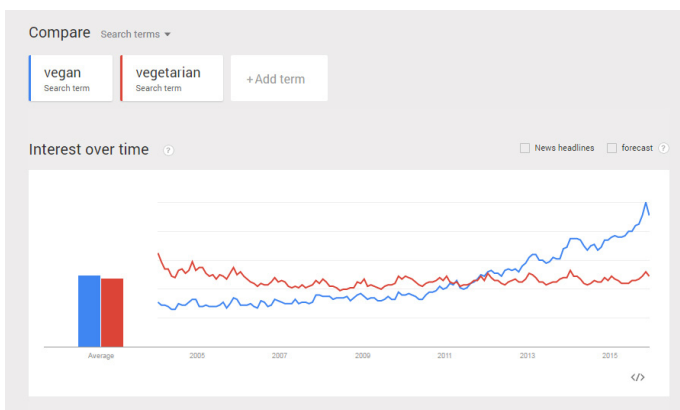
CookVegan

Contact: Chloe White 01787 224040 | chloe@primeimpact.co.uk

Find us on: Facebook | Twitter | Instagram | Pinterest | cookveganmag.com

Why should you advertise in Cook Vegan?

1. A high percentage of readers are new to veganism and are very keen to discover products that are new to them.
2. All readers are always looking for new products and are pleased to find relevant advertisements.
3. "Vegan" vs "Vegetarian" Search on Google is now 2:1 and increasing. Vegan is the fastest growing food and lifestyle interest and is forecast to grow substantially.



Please call to discuss your advertising requirements and for series discounts.
Chloe White: 01787 224040



Display advertising

Full Page

206mm x 270mm
 (plus 3mm bleed)

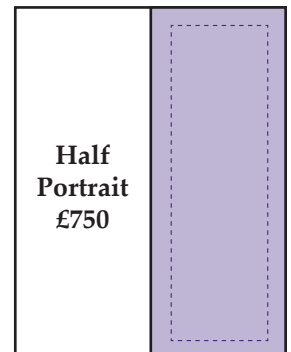
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Half Page | Portrait

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 (plus 3mm bleed)

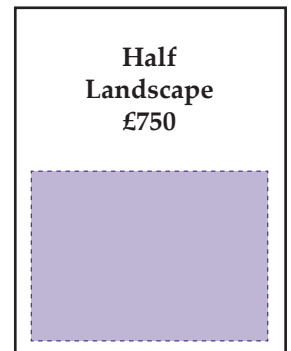
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Half Page | Landscape

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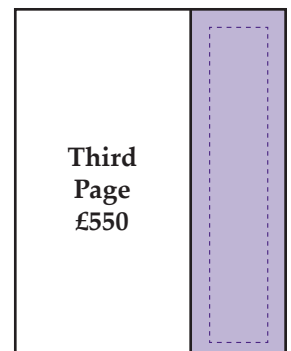
No bleed or type area required



Third Page

69mm x 270mm
 (plus 3mm bleed)

Type area:
 62mm x 242mm



Double Page Spread: from £2200

Loose Inserts

Cost £35 + VAT per thousand min. 10,000
 max. 37,000 (max 4 inserts in any one magazine issue)

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PRIMEIMPACT
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