

Sainsbury's
magazine



MEDIA KIT
2022

PRINT



19%

of Sainsbury's magazine readers have been purchasing the magazine for over 10 years**

** Source 2021 reader survey research

THE FACTS

115,791

circulation (ABC Jul-Dec 21)

1,768,000

readership (PAMCo 3 2021, Jul 19-Jun 21)

2,674,000

total reach across magazine and digital (PAMCo 3 2021, Jul 19-Jun 21)

22,000

paid subscribers

97%

actively purchased

£3

cover price

DEMOGRAPHICS

75%

female

25%

male

50

average age

62.6%

ABC1 readers

71%

married/living as a couple

£44,300

average family income



HELENA LANG
HEAD OF CONTENT

We all know how important home cooking has become over the past year, and we've noticed a huge shift in how our readers are thinking about the food they eat and how and what they cook.

There are new priorities for 2022. Health, wellbeing and eating fresh, healthy ingredients in ways that benefit our minds and bodies are paramount. In addition, concerns about the environment, sustainability and ethical production are playing a huge part in our readers' decisions about what they buy and how they cook it. And finally, celebrating the small moments and big occasions that run through all our lives with delicious food and drink – creating memorable moments with those we love – has become everyone's favourite thing to do.

Sainsbury's magazine is the perfect tool for the modern cook. The magazine and website tick all of the above boxes, with a monthly selection of mouth-watering, triple-tested, achievable recipes and lifestyle advice. Whether you're looking for what's in season, tips on minimising food waste, the best ethical producers, or ways to pack more nutrition into every meal, the team have it covered. Our in-house home economists are wizards at recipe development, whether it's a sizzling stir-fry or a cake to rival the ones in the *Bake Off* tent. Our features team have an encyclopedic knowledge on the latest health and wellbeing advice, and our network of journalists produce best-in-class beauty, homes and travel content, whether it's great staycation stop-offs or dreamy long-haul destinations.

For cooks who want to both eat well and live well, *Sainsbury's magazine* is a monthly best-buy.

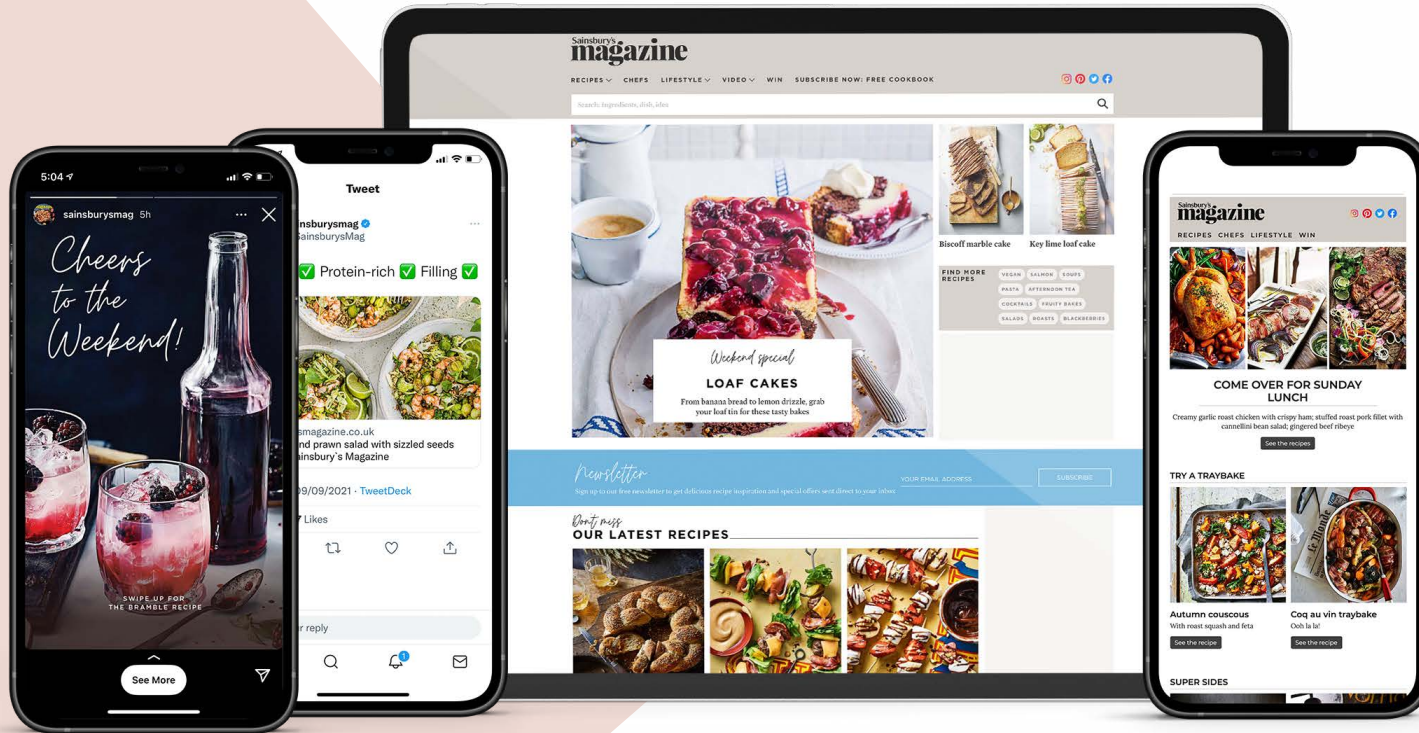
45%

of readers cook 2-3 recipes from each issue**

87%

of readers cook from scratch most days**

DIGITAL



SOCIAL MEDIA

 **216,500**
followers

 **43,500**
followers

 **29,300**
followers

SAINSBURYSMAGAZINE.CO.UK

879,000
users

1,000,000
impressions

NEWSLETTER

148,000
subscribers

26%
open rate

25%
click-to-open rate*

*competitors' average is 15%

DEMOGRAPHICS

75%
of visitors are
female

25%
are male

28%
aged 25-34

21%
aged 35-44

2 mins
dwell time

31%
of all readers watch
online recipes

23%
visit the website once
a week or more

79%
use it more than
once a month*

CREATIVE SOLUTIONS

Our experienced creative team design bespoke solutions for advertisers across the marketplace, delivering unique multi-platform campaigns for brands.

Creative opportunities include:

- bespoke brand partnerships
- sampling (tip-on or polybagged)
- competitions
- editorial video sponsorship
- cover flag
- gatefold
- bound-ins
- booklets
- scented encapsulations
- bespoke branded video



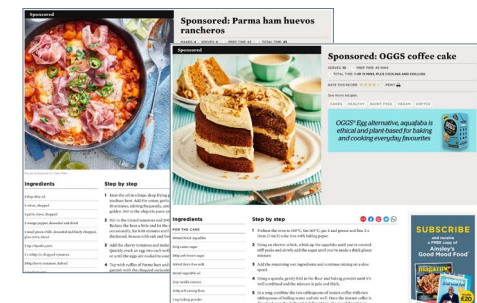
BOOKLETS



MULTI-PAGE BOUND-INS

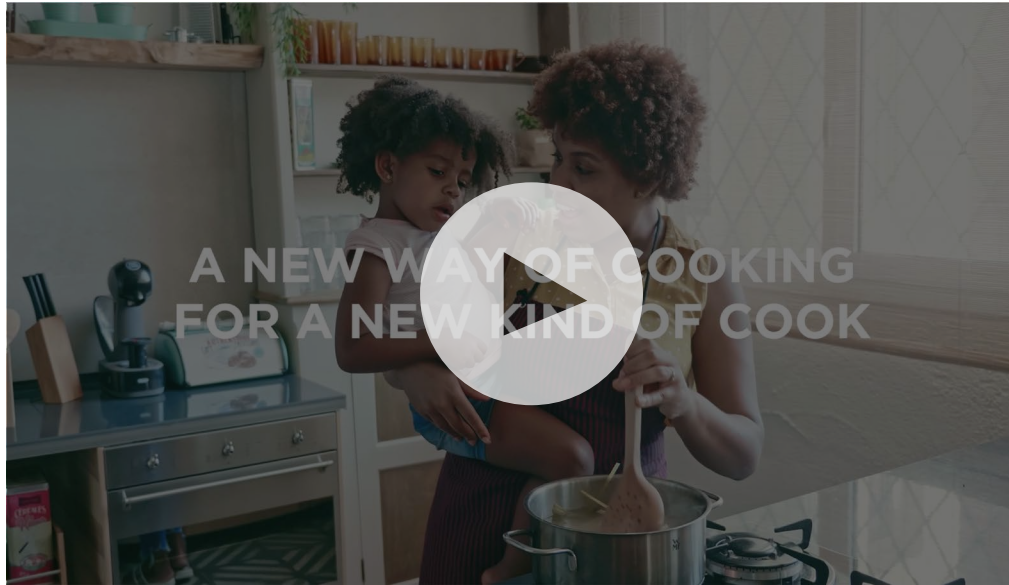


SPONSORED VIDEO



SPONSORED RECIPE COLLECTIONS

EDITORIAL CONTENT - WHAT'S NEW?



SEASONAL INGREDIENTS



PLANT-BASED INSPIRATION



MINDFUL LIVING



HEALTHIER EATING



CELEBRATION RECIPES

MAGAZINE RATES

DISPLAY

Page ROP	£10,200
Page FH	£12,200
Page FH RH	£13,200
Cover site: IFC, IBC	£15,200
Cover site: OBC	£16,200
DPS	£18,300
Half page ROP	£6,100

ADVERTORIALS

Page	£12,000
Plus £2,500 production with a shoot or plus £1,000 production with supplied assets	
DPS	£21,600
Plus £4,000 production with a shoot or plus £2,000 production with supplied assets	
Composite	£4,250 plus £1,000 production

INSERTS

Loose	£41/000
Bound-in	£62/000
Stick-on cards/sachets	£79/000

COUPONS

£2,000

CLASSIFIED

from £85 per SCM

BESPOKE CREATIVE

Price on application

SINGLE IMAGE RIGHTS IN-HOUSE PHOTOGRAPHY

Single image	
All rights for 2 years	£2,000
Can be used any size, any format, including advertising, any amount of copies	
Point of sale	£600
Can be used any size, any format, in-store use only	
One-off re-use advertising	£600
Single use in any format	
Website	£250
Online low-res image	
Public relations	£250
Image for PR only, not for publication	
In-house usage	£250
Single use in any internal publication	
Original photography	
Price on application	
Model release	
Price on application	
Multiple-image package	
Price on application	

FOR MORE INFORMATION, CONTACT:

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ONLINE RATECARD

MPU/LEADERBOARD

Available throughout site £2,950 production £950
(supplied)
£1,950 (photo shoot)

DOUBLE MPU/LEADERBOARD

Available throughout site £5,500 production £2,600
(supplied)
£3,600 (photo shoot)

MPU & BRANDED RECIPE COLLECTION

Available throughout site £7,080 production £2,600
(supplied)
£3,600 (photo shoot)

TAKEOVER

Available throughout site £18,640 production £2,600
(supplied)
£3,600 (photo shoot)

NEWSLETTER

Weekly newsletter £2,500 production included
Full sponsorship £3,500 production included

VIDEO STOP-FRAME ANIMATION

Recipe search results Price on application

VIDEO HANDS-ONLY FORMAT

Recipe search results Price on application

VIDEO PRESENTER FORMAT

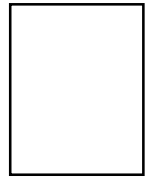
Recipe search results Price on application

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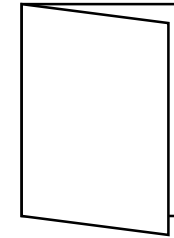
SPECIAL PROJECTS MECHANICS



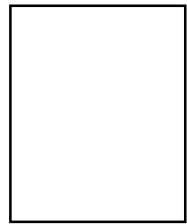
A5 2pp bound-in



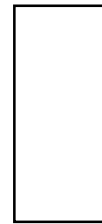
Full-page 2pp bound-in with 3 perforations to create a recipe card with gloss



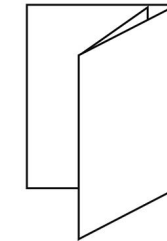
4pp full-size bound-in



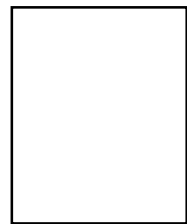
Full-page 2pp bound-in with no perforation



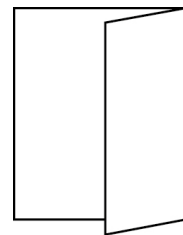
Bookmark half-page bound-in vertical



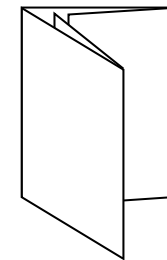
6pp full-size bound-in



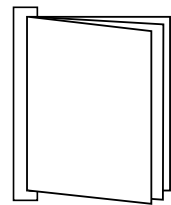
Full-page 2pp bound-in with perforation



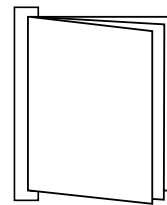
2pp plus half-page flap 'menu fold out'



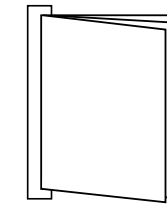
8pp full-size bound-in



A5 6-page I-bind



A5 8-page I-bind



A5 12-page I-bind

SPECIAL PROJECTS COSTS ARE POA AND ARE SUBJECT TO CHANGE DUE TO PAPER COSTS AND PRINT RUNS.

DEADLINES

ISSUE	ON SALE DATE	SPECIAL PROJECT BOOKING DEADLINE	ADVERTORIAL BOOKING DEADLINE (SHOOT)	ADVERTORIAL BOOKING DEADLINE (SUPPLIED)	SPECIAL PROJECT REPRO DEADLINE	ADVERTORIAL REPRO DEADLINE	COUPON BOOKING DEADLINE	DISPLAY DEADLINE	INSERT DELIVERY DEADLINE
January	30-Dec	18-Oct	12-Nov	23-Nov	24-Nov	01-Dec	23-Nov	01-Dec	10-Dec
February	02-Feb	22-Nov	03-Dec	15-Dec	16-Dec	04-Jan	15-Dec	04-Jan	13-Jan
March	02-Mar	20-Dec	10-Jan	21-Jan	24-Jan	01-Feb	21-Jan	01-Feb	10-Feb
April	30-Mar	26-Jan	07-Feb	18-Feb	21-Feb	01-Mar	18-Feb	01-Mar	10-Mar
May	04-May	25-Feb	11-Mar	22-Mar	23-Mar	31-Mar	22-Mar	31-Mar	11-Apr
June	01-Jun	25-Mar	08-Apr	21-Apr	22-Apr	03-May	21-Apr	03-May	12-May
July	29-Jun	22-Apr	06-May	18-May	19-May	27-May	18-May	27-May	09-Jun
August	27-Jul	23-May	06-Jun	17-Jun	20-Jun	28-Jun	17-Jun	28-Jun	07-Jul
September	24-Aug	22-Jun	01-Jul	15-Jul	18-Jul	26-Jul	15-Jul	26-Jul	04-Aug
October	21-Sep	19-Jul	29-Jul	11-Aug	12-Aug	22-Aug	11-Aug	22-Aug	01-Sep
November	26-Oct	23-Aug	05-Sep	16-Sep	19-Sep	27-Sep	16-Sep	27-Sep	06-Oct
December	30-Nov	28-Sep	10-Oct	21-Oct	24-Oct	01-Nov	21-Oct	01-Nov	10-Nov