

Waitrose *Kitchen*



MEDIA PACK



Waitrose Kitchen

Waitrose Kitchen is a stylish magazine for people passionate about good food, drink, travel and life. It's a monthly feast of inspiring recipes, international food stories and thought-provoking columns that offers direct cut-through to the much sought-after Waitrose shopper. *Waitrose Kitchen* will be packed with delicious recipes to inspire the novice as well as the expert cook, with ideas for simple family weeknight suppers as well as gourmet feasts for the most adventurous weekend cook.

Brought to you by the multi-award-winning *Waitrose Food Illustrated* team, headed by editor William Sitwell, *Waitrose Kitchen* will build on *WFI*'s heritage as one of the UK's most important and influential food titles. Marie O'Riordan also joins the team, adding beauty and homes coverage to reflect the Waitrose and John Lewis offering.

The magazine will continue to bring the Waitrose premium brand experience to life and demonstrate the Waitrose passion for food and drink.

CIRCULATION:

339,109 (ABC Jul-Dec 09)

READERSHIP:

1,995,000*

* Based on the latest *WFI* readership: NRS Q409

DEMOGRAPHICS

| | |
|--------------|---------|
| AB readers | 54% |
| ABC1 readers | 81% |
| 71% women | 29% men |

TGI Q110



Waitrose Kitchen

ATTITUDES

Typical statistics and lifestyle statements include:

Total family income over £75k **535***

It's worth paying more for quality goods **155***

It's worth paying more for organic **185***

I normally spend £7 or more on a bottle of wine **177***

My last holiday cost £2500 or more **188***

42% of readers own their homes outright

TGI Q110

*Highest index against BBC Good Food, Olive, Sainsbury's, Delicious and Good Housekeeping.

DISTRIBUTION

Waitrose and John Lewis account card holders, can pick up *Waitrose Kitchen* at till points in Waitrose and select John Lewis stores. It can also be purchased in Waitrose at the launch price of £1.

EFFECTIVENESS

As a key customer marketing channel for Waitrose, the magazine allows brands to speak directly to the much sought-after Waitrose shopper. Readers look to it for inspiration and the magazine is known to drive trade, increase visits and spend.

Waitrose Kitchen influences purchasing - independent research shows that the magazine's readers spent on average £808 more in store and bought on average 410 more items annually than average Waitrose shoppers. All advertisers also gain the association and perceived endorsement of the Waitrose and John Lewis Partnership.

SUPPLIER SALES UPLIFT

% increase in sales during and after publication period versus period prior to publication:

Warburtons, April 2010 edition

- During publication period - increase in sales by 15%
- Post publication period - increase in sales by 7%

McCains, May 2010 edition

- During publication period - increase in sales by 25%
- Post publication period - increase in sales by 26%



Waitrose Kitchen

ADVERTORIALS

Waitrose Kitchen advertorials can help to achieve impressive sales uplifts and raise product awareness. By using the same editorial team behind the new-look magazine, our advertorials will combine sumptuous photography, informative copy and clean, fresh design. All photography and text will be produced by the editorial team in response to a supplier brief.

FULL-PAGE ADVERTORIALS

Paid for by a single supplier, these pages usually combine a full-bleed image, along with a maximum of four cut-out pack shots to allow readers to recognise the products in store.

THREE-PRODUCT COMPOSITE ADVERTORIALS

Featuring products from three different suppliers, these pages include a quarter-page of a simple recipe or serving suggestion for each supplier, along with a maximum of two cut-out pack shots. There is a maximum of 70 words of copy for each slot.

AD LAYOUTS

The Waitrose Kitchen team can design bespoke adverts for suppliers who don't have creative. These are generally produced using a supplier's copy and images, or pictures can be sourced from a stock library. Ad layouts are tailored to advertisers' specific needs and do not follow the editorial style of the magazine.

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2010 DEADLINES

DISPLAY ADVERTISING

The copy deadlines for display pages are:

| | |
|----------|--------------|
| OCTOBER | 24 AUGUST |
| NOVEMBER | 22 SEPTEMBER |
| DECEMBER | 20 OCTOBER |
| JANUARY | 17 NOVEMBER |
| FEBRUARY | 13 DECEMBER |
| MARCH | 19 JANUARY |

ADVERTORIALS

The booking deadlines for advertorials are:

| | |
|----------|--------------|
| OCTOBER | 9 JULY |
| NOVEMBER | 13 AUGUST |
| DECEMBER | 10 SEPTEMBER |
| JANUARY | 8 OCTOBER |
| FEBRUARY | 5 NOVEMBER |
| MARCH | 10 DECEMBER |

For ad layout pages, the deadlines fall two weeks after the advertorial booking deadlines

INSERT DELIVERY

The delivery deadlines for inserts are:

| | |
|----------|-------------|
| OCTOBER | 3 SEPTEMBER |
| NOVEMBER | 1 OCTOBER |
| DECEMBER | 29 OCTOBER |
| JANUARY | 25 NOVEMBER |
| FEBRUARY | 21 DECEMBER |
| MARCH | 27 JANUARY |

ON SALE DATES

Issues on sale the last Thursday of every month.

| | |
|----------|--------------|
| OCTOBER | 30 SEPTEMBER |
| NOVEMBER | 28 OCTOBER |
| DECEMBER | 25 NOVEMBER |
| JANUARY | 30 DECEMBER |
| FEBRUARY | 27 JANUARY |
| MARCH | 24 FEBRUARY |





Waitrose Kitchen

RATE CARD

DISPLAY PAGES

| | |
|----------------------------------|---------|
| Run of Print (ROP) | £13,000 |
| Front Half Facing Matter (FH,FM) | £15,500 |
| Inside Front Cover (IFC) | £16,900 |
| Outside Back Cover (OBC) | £17,550 |

AD LAYOUTS

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

ADVERTORIALS

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

COMPOSITE ADVERTORIALS

Three products, per slot inc. production £4,700

COUPONS

Four coupons per half page £2950

INSERTS

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

Series, volume and business incentives available on application. Please contact the *Waitrose Kitchen* ad team for quotes relating to specific suppliers.



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