

Media pack 2012



The ultimate guide to cooking and eating in the UAE



“I love the look on people's faces when they enjoy food I've created. There's no better feeling than welcoming people into your home,” says regular contributor Farah Sawaf.

#### ABOUT THE MAGAZINE

*BBC Good Food Middle East* is a must-have for everyone who loves cooking and eating. It's full of mouth-watering ideas for quick everyday dishes, inspirational entertaining and other recipes you've ever dreamt of – all devised to save you time and effort. Food news, what's new in the shops, gadgets, tips, giveaways and competitions - you'll find it all in *BBC Good Food Middle East*.

Elegantly designed, the magazine is full of beautiful photography and engaging features that showcase the best culinary experiences this region has to offer. Whether creating sumptuous dishes at home or dining out in the UAE, we speak to the foodies in the know.

#### IN EVERY ISSUE YOU WILL FIND



##### Upfront news and trends

We keep our readers on top of the latest culinary trends. From restaurant openings, new menus and special offers to health trends, exciting foodie gadgets, top kitchen designs and cooking advice, we keep our loyal foodies in the know.

##### Chef's Bites

From chefs such as Gordon Ramsay, Gary Rhodes and Marco Pierre White to our local culinary heroes and foodie bloggers, *BBC Good Food Middle East* is packed with exclusive interviews and recipe features to keep you inspired.

##### Travel

We explore the globe one taste at a time. Steaming tagines in Morocco, olives and artichokes in Tuscany, fresh fish sandwiches in Istanbul, rich kibbeh in Beirut; our globe-trotting foodies showcase the best.

##### Everyday

At *BBC Good Food Middle East* we believe in a healthy lifestyle rather than fad dieting. As such, our pages are packed with hundreds of super-healthy, delicious, low-fat recipes that are quick and easy to prepare.

##### Weekend

The joy of sharing a beautiful meal with family and friends is one of life's greatest pleasures. We provide great menus and give you entertaining advice to ensure that every dinner party, afternoon tea, barbecue spread or picnic is a success.



EDITORIAL CALENDAR

**JANUARY 2012 TO DECEMBER 2012**

\* Details are subject to change

EDITORIAL TEAM:

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**JANUARY 2012**

**On the cover: *The healthy issue:***

In this issue you will find information on healthy eating changes you can make with ease, gluten-free recipes, nutritional advice, easy detox ideas and fantastic healthy meals for kids.

**Supplement:** We address the diabetes pandemic in the UAE and highlight how to improve your lifestyle, nutrition and wellbeing to prevent and manage diabetes.

**FEBRUARY 2012**

**On the cover:**

***Valentine delights***

In this issue you will find romantic dinner recipes, delicious chocolate recipes, gourmet foodie gift ideas, and more. As always there will be easy everyday meals and new cooking skills to learn. We will be giving full pre-event coverage of Taste of Dubai 2012.

**MARCH 2012**

**On the cover:**

***Mother's day celebrations***

In this issue you will find money-wise recipe ideas, family favourites, lovely cooking and baking ideas for kids, and gorgeous menus for entertaining. There will also be full coverage of the *BBC Good Food ME Awards*, where we highlight the event and the winners.

**APRIL 2012**

**On the cover:**

***Fresh, spring eating***

In this issue you will find super-healthy, seasonal recipes for everyday, a beautiful brunch menu and a scrumptious Easter feast. Our readers will enjoy inspiring ideas to entertain friends with a seasonal spread, be it lamb, spring chicken or hot cross buns.

**MAY 2012**

**On the cover:**

***Gorgeous Mediterranean menus***

In this issue you can learn to create authentic Italian food and Middle Eastern mezze and find out more about pesto, olive oil, parmesan cheeses etc. We give you a guide to Mediterranean entertaining too.

**JUNE 2012**

**On the cover:**

***Keeping cool - ice creams, sorbets, gelati***

Keep cool and hydrated all summer long with ice cream and smoothie recipes, refreshing salads, light lunches and carb-free dinners. Baking for pleasure – get into the kitchen and out of the heat and indulge in the joys of baking.

**JULY 2012**

**On the cover:**

***The wellbeing issue***

Low-calorie meals and holistic health; how nutrition and a balanced lifestyle can make you feel and look better. We also feature information on meditation, spa treatments, nutrition and wellness.

**AUGUST 2012**

**On the cover:**

***The Ramadan special***

Learn to create a gorgeous Middle Eastern spread from UAE-based chefs and we feature the top Iftars and Suhoors in the UAE. We also show you how to entertain friends in a Middle Eastern style: all the table accessories and menu details sorted.

**SEPTEMBER 2012**

**On the cover:**

***Back to school focus - healthy eating for kids and family***

Lunchbox fillers your kids will love, delicious family dinners plus leftover ideas. Quick, easy and healthy recipes for the whole family and the importance of a good breakfast.

**OCTOBER 2012**

**On the cover:**

***Sweet success, a Diwali focus***

Sweet tooth: we explore the best cupcakes, ice creams and sweets created in this region – and get the recipes too. We present relaxed spreads for the whole family, a Diwali vegetarian menu and explore traditional Diwali sweets.

**NOVEMBER 2012**

**On the cover:**

***Alfresco dining***

Mastering the grill - BBQ recipes, an ingredient focus: best cuts of beef, marinades, side dishes and salads, plus the perfect picnics and fabulous ways to entertain outdoors.

**DECEMBER 2012**

**On the cover:**

***Festive Christmas celebrations***

Traditional turkey roasts, beautiful desserts, baking in the kitchen with your kids, learn to create your own foodie gifts, plus the ultimate holiday dinner parties.



#### OUR READERS

BBC Good Food ME has built a niche audience consisting of loyal subscribers and faithful newsstand buyers who are passionate about food: be it cooking at home or dining out.

Our readers are high-earning individuals. As discerning diners and cooks they spend money on eating out at the top spots in the Emirates and make sure they have the finest ingredients and cooking appliances and accessories when cooking at home.

The magazine can be found at all supermarkets, book shops, gourmet food markets and selected garages.

The magazine enjoys outstanding sales in upscale quality food markets, bookstores and food stores and shops catering to quality- and nutrition-conscious consumers.



#### MARKET REACH

**Frequency of the magazine:** Monthly

**Printed copies:** 12,000

**Readership:** around 40,000

**Distribution:** The magazine is distributed and sold throughout the UAE at leading supermarkets, book shops and garages. We currently have over 3,000 paid annual subscribers and there is controlled, targeted distribution to decision makers at 5-star hotels.

**Our target audience:** 70% female, aged 25 to 55, medium- to high-disposable income

**Why advertise with us:** By advertising in BBC Good Food Middle East you are reaching a loyal audience of food lovers that place importance on fine food, superior dining and travel experiences and quality products.



#### ADVERTISING

##### PRINT

**Full Page:** \$5,500

Inside Front Cover (Full Page): \$8,000

Inside Back Cover (Full Page): \$7,000

Outside Back Cover (Full Page): \$9,000

Ad specifications:

Trim mark: 23cm x 27.5Cm

Bleed mark: 23.6Cm x 28.1Cm

Margins: 2cm offset from the trim area

**Half page:** \$3,000

Ad specifications:

Trim mark: 11.25Cm x 27.5Cm

Bleed mark: 11.85Cm x 28.1Cm

Margins: 1cm offset from the trim area

**Quarter page:** \$1,750

Ad specifications:

Trim mark: 11.25Cm x 13.75Cm

Bleed mark: 11.85Cm x 14.35Cm

Margins: 1cm offset from the trim area

**Double page spread:** \$8,500

Inside Front Cover Double page spread: \$10,500

Ad specifications:

Trim mark: 46cm x 27.5Cm

Bleed mark: 46.6Cm x 28.1Cm

Margins: 2cm offset from the spine

##### SPECIAL OPERATIONS

**Tailor-made activities to suit your brand and your objectives:**

- Monthly recipe supplements
- Fridge magnets
- Belly bands
- Perforated pull-out-and-keep recipe card
- Feature sponsorships
- Advertorials
- Inserts

*Details and pricing on request*

ONLINE

DIGITAL RATECARD

**bbcgoodfoodme.com** currently receives in excess of 12,000 page impressions per month, over 8,000 unique users and is an everyday tool for those food lovers who like to plan meals from quick and easy healthy recipes to a tasty treat for the weekend, it hosts over 4200 recipes and contains a search for many different dietary types and cuisines. Become a food club member and come to master classes, events, get access to competitions and receive weekly newsletters. Our restaurant section is used on a regular basis for residents and guests to find a special place to eat and our shops section will give our visitors variety and the change to find the product they've been looking for.

FOOD CLUB

Newsletters

Full leaderboard banner: \$950 per week  
Half leaderboard banner: \$650 per week  
Box: \$300 per week - discounts for multiple boxes

E-SHOT

To Food Club member database: \$1275

WEBSITE

Banners

Leaderboard: \$1950 per week  
Skyscraper: \$1950 per week  
*Discounts available for campaign bookings.*  
*Package prices are also available for combination options*

Section sponsorships

Recipe section sponsorship: \$1500 per week  
Shops section sponsorship: \$1000 per week  
Restaurant section sponsorship: \$1250 per week

COMPETITIONS

One insertion on the newsletter and hosted on competitions page of the website for maximum one month: \$1500





## SPECIAL PACKAGES

We offer a range of package options that can combine print, online and special operations opportunities to get the best of our audience. Details and pricing on request.

## EVENTS

### Chef Masterclasses

We host regular masterclasses at kitchen showrooms with partner chefs and restaurants. These events are exclusive to Food Club members, and we offer branding opportunities for your company enabling you to reach interact directly to your consumers. Sponsorship opportunities consist of product placement, promotional branding and info placement in the goodie bags.

### Host your own event, supported by BBC Good Food ME

Invites will be sent out to our 3500+ Food Club members, as well as your own client list. The event will be photographed by *BBC Good Food ME*, and coverage will appear in the following month's issue.

### Annual BBC Good Food ME Awards 2012

For the third time we will be holding the most reliable consumer awards, celebrating the best dining experiences, chefs and ingredients in the UAE. Based on consumer nominations, and judged anonymously and independently by an elite panel of judges, the BBC Good Food ME Awards is highly-anticipated by the public, the restaurant and FMCG industries. Nominations will open in October 2012, finalists will be announced in December and the Winners will be announced at the gala awards ceremony in February 2013. There are fantastic sponsorship opportunities, with three key sponsor positions: Patron, Main and Supporting Sponsor. Plus, there are excellent brand exposure opportunities like tasting stations and product placements. Details and pricing on request.



THE FOOD CLUB

The *BBC Good Food ME* Food Club is a group of 3000+ foodies who love to spend time in the kitchen whipping up meals for family or creating dinner parties for friends on the weekend. Our Food Club are interactive and passionate about food. As a Food Club member, you get access to our complimentary chef masterclasses and foodie events, receive our weekly newsletter and competition offers, and also join our loyalty programme to avail discounts at restaurants in the UAE.



BBC

# GoodFood

MIDDLE EAST



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