



foodiful
.com.au

MEDIA KIT

2018

Pacific



Pacific Growth Highlights

- Pacific Magazines is the country's fastest growing Australian digital publisher – unveiling 19 digital products in the last 18 months.
- Pacific leads in key strategic consumer categories: Home and Lifestyle (57%) Women's Fashion (42%) Women's Lifestyle (51%) Men's Lifestyle (51%) Teens (100%)
- Pacific has increased share in the food category by 18% in the last 6 months.



foodiful

BECAUSE LIFE HAPPENS IN THE KITCHEN.

Foodiful understands her expectations of food go beyond simply taste.

We engage her in conversation beyond the utility of a recipe, and have become are her trusted kitchen companion through our unique tone of voice and credibility.

“

Foodiful helps get deliciously simple meals on the table – whether it's a 20-minute midweek dinner, a relaxed weekend lunch with friends, healthy lunchbox items or a special occasion cake. Our recipes come from some of Australia's most trusted brands and we're happy to share these with our audience so that they can **make every day a Foodiful day.**

”

Alix Davis,
Content Director Foodiful





Elle Vernon



Barbara Northwood



Fast Ed



Alix Davis



Bringing together
a talent pool of
food experts and
contributors from
Australia's leading
brands.

Alison Pickel



Wendy Moore



Karen Martini



Darlene Allston

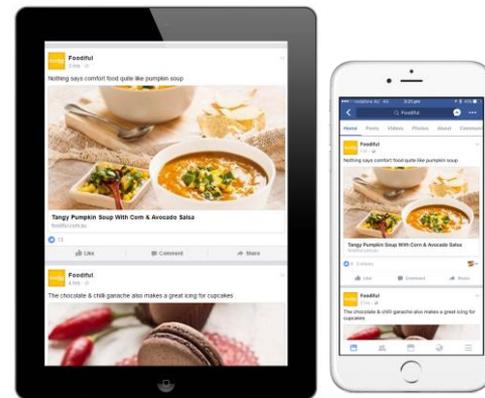




Optimised website

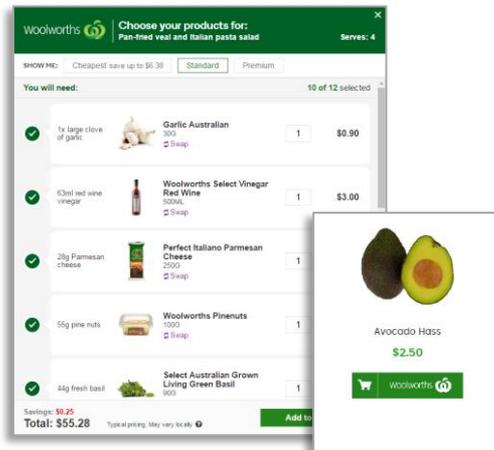


EDM






 Social



Shoppable



Facebook Live



Talent



foodiful[®]

Brand reach

189,000

UNIQUE AUDIENCE

16,547

AVG DAILY UBS

203,838

TOTAL SOCIAL
AUDIENCE

84,563

EDM SUBSCRIBERS

1:28

AVG SESSION
DURATION

1m+

MONTHLY PAGE
IMPRESSIONS

Source: emmaTM conducted by Ipsos MediaCT, 12 months ending Dec 2017, People 14+; Nielsen Digital Ratings Monthly Dec 2017; Nielsen MarketIntelligence Jan 2018; Facebook Insights, Google Analytics Jan 2018

Our audience

CONNECTION

Food nurturers

- 53% Use food to show they care for people
- 63% Say food is all about caring
- \$63 Million spent in supermarket every month

Weekday Warriors

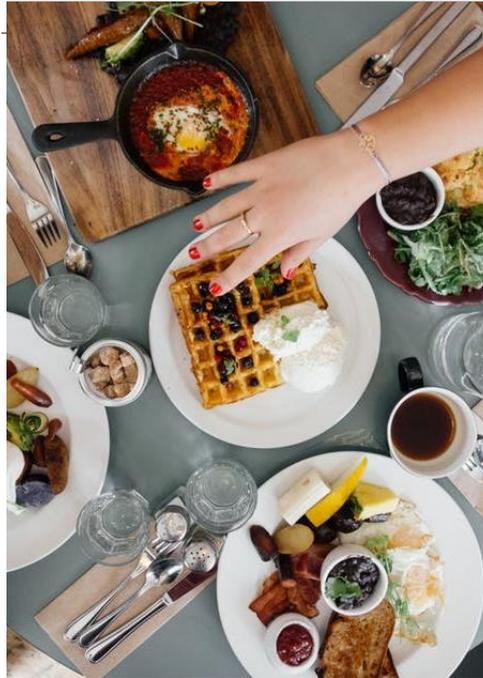
- 4 in 5 Want meals which are simple and easy
- 25% Are mums with school-aged children
- 1 in 3 Are big spenders on groceries

Impress-ipe

- 72% Have entertained friends or relatives at home in the last 3 months
- 1/3 Have held a dinner party in the last 3 months

Experiential Diners

- 61% Like to experiment with new taste sensations and cuisines
- 2 in 5 Say food is one of their passions in life
- 77% Dine out at least once a fortnight



LIFE STAGES

SINKS + DINKS They are all about new food, new flavours and new culinary experiences. They enjoy the status that comes with being creative and ahead of the trends.

Family Focused As household CEOs, they live a full and busy life. They may not be striving for perfection but are inspired by simple solutions that are convenient & risk free to manage themselves and their families.

Empty Nesters They are inspired by new twists on old favourites. This mindset is dominated by feel age – feeling and behaving much younger than what others traditionally expect. They are empowered to live in the now and are open to trying new things.

SIGNIFICANT FOOD BREADTH AND STRENGTH

POWERHOUSE
FOOD BRANDS

Better
Homes
and Gardens.

New Idea

that's life!

11.12M

ENTERTAINERS
WITH STYLE AND
SUBSTANCE

home
beautiful

marie claire

InStyle

Who

5.09M

HEALTH FIRST
FOODIES

AUSTRALIAN
Women'sHealth

AUSTRALIAN
Men'sHealth

Better
Homes
diabetic
LIVING

3.36M

INNOVATIVE
NEW FOOD
DESTINATIONS

allrecipes.com

foodiful.
beautiful food. every day

Just Launch'd

1.66M

PACIFIC MASS FOOD FOOTPRINT

the diabetes
diabetic
LIVING

foodiful.com.au
beautiful food, every day

New Idea

Better
Homes
and Gardens.

allrecipes.com® **that's life!**

8.1 MILLION
AV. WEEKLY
SOCIAL REACH

4.3 MILLION
TOTAL SOCIAL
FOOTPRINT

40K+
RECIPES FROM THE
TEST KITCHEN

133K
AVERAGE
DAILY UBS

7.050
MILLION
AVERAGE MONTHLY
SITE IMPRESSIONS

5,104,000
READERSHIP

222,000
EDM

PACIFIC PREMIUM FOOD FOOTPRINT

home
beautiful

AUSTRALIAN
Women'sHealth

AUSTRALIAN
Men'sHealth

InStyle

marie claire

Who

foodiful.com.au
beautiful food, every day

5.06

MILLION
AV. WEEKLY
SOCIAL REACH

5.6 MILLION

TOTAL SOCIAL
FOOTPRINT

19%

AV. AU FACEBOOK
COMMUNITY
ENGAGEMENT

107K

AVERAGE
DAILY UBS

6.040

MILLION
AVERAGE MONTHLY
SITE IMPRESSIONS

2,548,000

READERSHIP

153,000

EDM

PACIFIC PERSONAS: FOODIES



CONNECTING WITH SUPERMARKET SHOPPERS



**Better
Homes
and Gardens**
MAKING THE
ORDINARY
EXTRAORDINARY

Australia's biggest and most successful multi-media brand. We show you how to cook the classics, how to put a twist on the traditional for food that's fresh, fun and full of flavour. With every one of our step-by-step recipes you become a better cook and because our food is so totally delicious you can use it for family meals, entertaining or just yourself!



New Idea
GREAT FOOD
GREAT IDEAS

New Idea Food is a powerhouse that delivers engagement at scale. For over 100 years, Aussies have trusted the recipes from the New Idea test kitchen and is now has Pacific's most engaged and high reaching FB community. When it comes to food, she wants recipes that uses easy to find ingredients, her family are going to enjoy, and that will leave full tummies and empty plates.



that's life!
REAL LIFE FOOD

that's life! food is all about fuss-free meals and treats that everyday Aussie families will want to add to their weekly repertoire. that's life! readers also love to try recipes that have come from other readers, so our reader recipes have been a staple of the brand for many years.



allrecipes.com
#1 GLOBAL
DIGITAL FOOD
BRAND

Allrecipes is the biggest digital food brand in the world. Here in Australia it is the #2 player from a UA perspective, with over 900k users visiting the site each month. Allrecipes curates home cooks user generated recipes and serves as a utility recipe site for great food ideas.



foodiful
beautiful food. every day
THE RECIPE
AND BEYOND

Foodiful is a the home of tried and tested recipe content from Pacific's trusted publications, delivering it's own unique tone of voice to talk to consumers beyond the recipe and providing an end to end ecommerce shopping solution for home cooks.



**diabetic
LIVING**
CREATE
HEALTHY,
POSITIVE LIVES

Every 5 minutes another Aussie is diagnosed with diabetes. When the shock subsides, they need to be empowered to manage – or reverse – diabetes. We inspire them to do just that through healthy recipes, fitness and weight loss, diabetes management and first person inspiration.

CONNECTING WITH PREMIUM FOODIES



**home
beautiful**

**ENTERTAINING
WITH STYLE**

Home Beautiful is dedicated to helping our readers entertain with effortless style. It's not just about reliably delicious food, our readers want to recreate the entire scene, right down to the creative table settings, stunning tableware and the beautiful atmosphere to entertain with style and ease.



**marie claire
InStyle**

**CUTTING EDGE
FOOD**

Marie Claire and InStyle deliver high-end, international food inspiration for the stylish, social entertainer. Whether it's profiles of star chefs (and their favourite recipes) or the latest Australian restaurant launches, we don't just bring cutting-edge food to the table, we bring the conversation too.



Who

**LIFESTYLES OF
HOLLYWOOD**

Who's approach to food and lifestyle content is through keeping up with the latest in health, wellness and lifestyle trends through the eyes of celebrity. Whether it's an interview with an influencer/celeb on their tips and tricks or the latest in food news.



WOMEN'S HEALTH

**LIFE IS TOO
SHORT TO LIVE
ON LETTUCE**

Women's Health has the finger firmly on the pulse of the latest food, nutrition and wellness trends, working with leading chefs, foodies and dieticians to ensure our readers pack more nutrients onto every plate. Forget calorie counting, our food philosophy is all about enjoyment.



MEN'S HEALTH

EAT WELL

Men's Health readers are active, successful performance-driven men who want to realise their full potential. Men's Health gives men simple-to-prepare healthy meals that have a specific pay-off: more protein, a tasty substitute for a high-calorie treat, or a tweak of prepared foods to make them healthier or higher in nutrients.



**virgin australia
voyeur**

**TRAVEL WITH
YOUR TASTE
BUDS**

Food is integral part of the travel experience. We explore destination dining where the travel experience is defined by the restaurant. We take global food pilgrimages through a country, hunting down the best and most authentic dining experiences for our local and global audiences.

Foodiful: Australia's most engaged and active food community

foodiful Australia's *newest* home for food

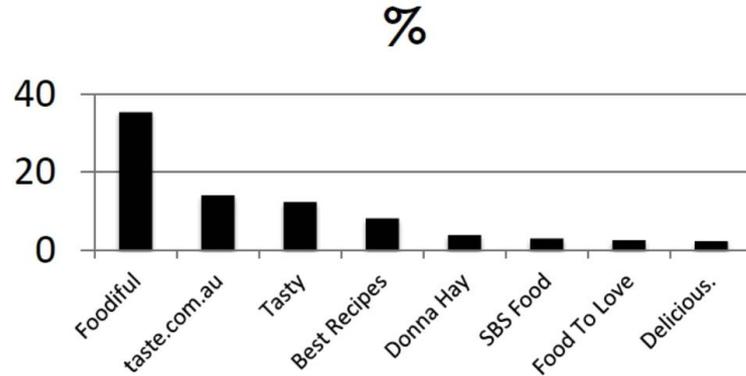


Photo credit: Andre Martin and Benito Martin

Chocolate Malteser fudge

- + 1 mil views
- +3.8 mil reach
- 30k shares

Community involvement



- Highest engagement in local food set
- 1.8m+ average reach
- 254 times higher organic reach than industry average



Content pillars



Dinner Tonight

Helping solve the question of what's for dinner tonight. Quick & easy meal solutions that help build out her weeknight repertoire.



Weekend Cooking

Connect with her when she's feeling more adventurous over the weekend, and willing to try a new recipe. She enjoys a more relaxed pace with delicious breakfast idea, decadent cakes and slow-cooker recipes.



Something Sweet

Chocolate, chocolate and MORE chocolate – this audience can't get enough. Whether it's an elegant dessert or afternoon sugar craving hit, something sweet will often do the fix - cakes, cookies, chocolates and tarts - take your pick!



Healthy-ish

Nobody's perfect, so we're embracing 'healthy-ish'. It's about making better choices more often, from healthy dinners and vegan recipes to gluten-free baking.



Seasonal

Seasonally themed content pillars, how to video and menu inspiration to put the fun and creativity back in the kitchen when it comes to the different times throughout the year.



Tactical

Reflecting the key themes of the year, this rotating pillar will bring her the latest inspiration, trends and how-to's around Halloween, Easter, Christmas and more

Integration Opportunities

Recipe Development

Have a nominated product or ingredient integrated in to custom recipe content the Foodiful audience will love!



Branded Content

Our expert content contributors can create commissioned, native and advertorial content to spark conversation around particular themes



Video Demonstration

Whether it's a short recipe video a face to camera how-to, or kitchen tips and tricks we know our audience loves video content.



Integration Opportunities

Shoppable & Dynamic Ad Formats

Partnerships with industry leaders in rich media solutions allow us to offer a robust suite of rich media display creatives.



Access to talent & influencers

Tap in to our trusted in house editorial team to lend their voice to your campaign, or any of our many influencers and contributors.



Talent led Facebook Live

Highly engaging cooking demonstrations, how-to's, product demonstrations and more with our premium Facebook Live offering.



First to market social formats

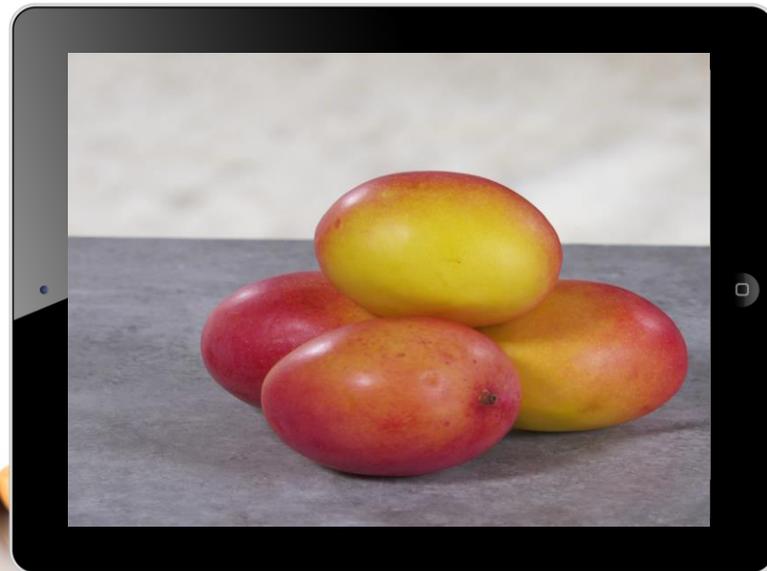
The close partnership Pacific enjoys with Facebook means we are first in the market with the newest social formats including shoppable video, canvas and more



Content that provides recipe inspiration and everyday convenience



Recipe inspiration



Everyday convenience



We give brands a new opportunity to integrate into our content, and place brands directly into shoppers grocery lists every day.



Calendar

SUMMER

BBQ
Outdoor Inspiration
Cocktails
Entertaining
Seafood
Smoothies
Healthy

AUTUMN

Autumn Salads
Baking
Soups
Pies
Breads
Roasts
Bakes

WINTER

Slow cooking
Roasts
Pies
Risotto
Winter Vegetables
Puddings
Bakes

SPRING

Sides & Salads
Outdoor entertaining
Fresh Pastas
Fresh & Light
Antipasto

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

World Nutella Day

Celebrating everyone's favourite choc-hazelnut spread...we'll show you all the ways to use Nutella in the lead up to World Nutella Day

- Recipes
- Collections
- How-To's
- Video
- Social

Easter

From chocolate and hot cross buns, to family roasts or Good Friday Fish...there's plenty to feast on at Easter time!

- Recipes
- Collections
- How-To's
- Video
- Social

30 Days Of Cheesecake

- Super boosting soup bowls
- Designing small spaces

Halloween

- Latest looks for the heart of the home
- 29 top kitchen trends
- Recycled Kitchen

Christmas

- Latest looks for the heart of the home
- 29 top kitchen trends
- Recycled Kitchen

Cheester

Before Easter there is Cheester...because the only thing as good as chocolate is cheese!

- Recipes
- Collections
- How-To's
- Video
- Social

Mother's Day

Nothing says 'I love you mum' like delicious food

- The perfect breakfast in bed
- High tea for mum

Foodiful's Birthday

- Organisation and storage solutions
- Personalise your space
- New ways

Chocolate Month

- Organisation and storage solutions
- Personalise your space
- New ways

World Cake Day

- Organisation and storage solutions
- Personalise your space
- New ways



Contact us for
Commercial
Opportunities



www.foodiful.com.au



[Facebook.com/foodiful](https://www.facebook.com/foodiful)



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