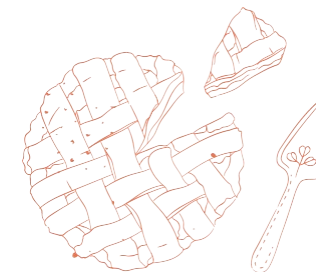




delicious.

Saleskit 2025

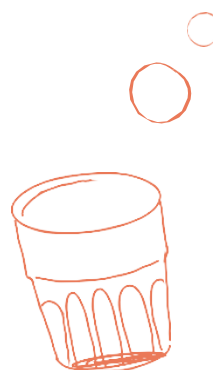




delicious.

NO. 1 FOODMAGAZINE!

delicious. is all about cooking and eating. With surprising, easy-to-make recipes, stories about people with a passion for food and top notch photography. Culinary addresses you can't afford to miss, kitchen gadgets that make you greedy, recipes that make you hungry and much more info that makes the heart of a foodie beat faster. delicious. moves with the seasons, is never complicated and offers you everything you need to enjoy cooking and surprise others with delicious food. Everything is so inspiring that you immediately feel like baking and roasting, cutting and chopping, and cooking to your heart's content. A powerful food brand and an all-round content formula, aimed at people who love to cook and eat and enjoy doing so. As the largest (paid) magazine for this target group, delicious. is proud to bear the title: no. 1 foodmagazine!



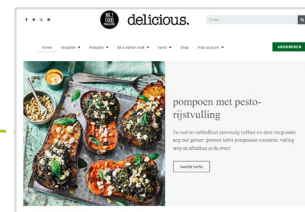
delicious.ACADEMY
Monthly an online masterclass



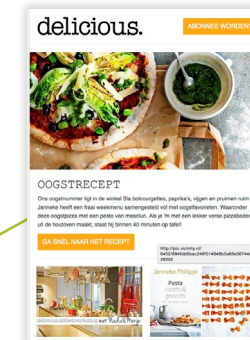
delicious.MAGAZINE
Reach: 263,000 per edition



www.deliciousmagazine.nl
1,250,000 pageviews monthly



delicious.NEWSLETTER
76,000 subscribers



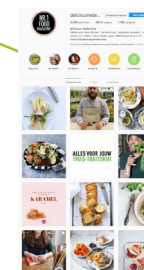
delicious.GREEN
Planetproof and delicious
(yearly in April)



This is
delicious.



delicious.FACEBOOK
70,000+ fans



delicious.INSTAGRAM
64,000+ followers



delicious.READER OFFERS



delicious.SPECIAL EDITIONS



delicious.DIARY

delicious.

SUBJECT MATTER



magazine



magazine



magazine



website



website



website

Food is the hero!

Our recipes are inspiring, versatile and always feasible for home cooks. From quick to prepare to extensive cooking in the weekend. Besides regulars like Rutger van den Broek, Yvette van Boven and Janneke Philippi, we bring local heroes like Samuel Levie or Joris Bijdendijk. We bring international celebrities like Ottolenghi and Jamie Oliver ánd discover the pearls, the lesser-known chefs who make beautiful, original things. We are 'flexitarian', so we serve meat, fish and veg, preferably in such a way that there is maximum freedom of choice.

Be a Better cook!

Good cooking also means knowledge: of products, techniques and preparation methods. Where and when do you buy the right ingredients and cooking equipment? We provide this information in the recipes themselves and in the section 'Be a better cook' you will find articles and tutorials with tips, tricks & tools to become a better cook, both in the magazine and online. The delicious.ACADEMY (www.deliciousacademy.nl) also offers a range of online courses: from niche themes such as dough bread and vegan baking to Rutger bakes puffs, cheesecakes and tartelettes.

Food as a lifestyle

Recipes and practical information are the biggest needs of the delicious. reader. But a true foodie is also a bon vivant who enjoys food 'as a lifestyle'. That hunger for information is also satisfied by delicious. We keep you informed of everything that's going on in the food world: culinary news, food trends, new products, drinks, culinary addresses, cookbooks, podcasts, personalities, influencers, etc. If you follow delicious. you're always up to date.

delicious.

FACTS & FIGURES

delicious. readers

delicious. readers have a passion for great food. They love to cook for friends and family and dine out frequently. Readers are interested in special recipes and also want to know all about the latest kitchen gadgets and equipment, the newest innovations in kitchens, and which restaurants must be visited! He/she is an enthusiastic media user, both in print form and online.

Male / Female 28% / 72%

Age younger than 35 years 26%, 35-49 years 24%, 50-64 years 27%, 65+ years 23%

Income 68% Average and higher

delicious.MAGAZINE

Frequency: 12 editions a year + 4 specials + GREEN

Print reach: 263,000 (NPMM DGM 2025-I)



www.deliciousmagazine.nl

1,250,000 pageviews monthly



delicious.NEWSLETTER

76,000 newsletter subscribers

CTO: 19%, CTR: 11%, Open Rate 56%

Frequency: 2x a week on Tuesday and Friday



delicious.FACEBOOK

70,000+ fans



delicious.INSTAGRAM

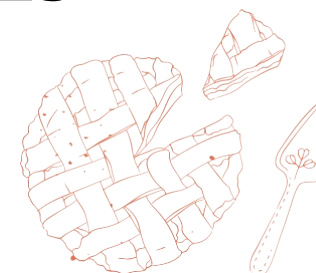
64,000+ followers





delicious.

RATES & FORMATS 2025



$$\text{BASE RATE} \times \text{FORMAT INDEX} \times \text{POSITION INDEX} = \text{CAMPAIGN RATE}$$

MAGAZINE ADVERTISING RATES

291,000 PRINTREACH

1/1 page base rate € 6,500

Format index

1/2 page 63
2/1 page 187

Position index

Preferred position 110
Spread in center 110
1st page right 110
Cover 2 or 3 120
Opening spread 120
Cover 4 130
Fold out cover* 280

*excl. production costs – upon request

Additional costs

Production costs Advertorial € 950
Production costs in partnership with
(1 recipe) 1/1 page € 3,000

delicious.specials rate

1/1 page € 3,800
Cover 4 € 4,940

Pluspropositions

Please contact us for all possibilities

Rates in euro's excl. VAT

DIGITAL PRODUCT ADVERTISING RATES

Newsletter item € 2,000
Branded item € 1,800
Facebook Post € 550
Instagram Post/Story € 550

Production costs *1

Newsletter item € 175
Branded item on website € 550
Facebook Post € 225
Instagram Post/Story € 225
Branded Video Content € 2,500

Banners

970x250 / 300x600 / 728x90 /
300x250 / 320x480 / 300x100 € 20 cpm

Programmatic

Please contact us for all possibilities

*based on 2 correction rounds
(no discount available)



TECHNICAL SPECIFICATIONS

Formats and measurements (w x h)

Trim size + 5 mm overvul

1/2 portrait 103 x 276 mm
1/2 landscape 210 x 136 mm
1/1 210 x 276 mm
2/1 210 x 276 – 210 x 276 mm

Technical information

trim size 210 x 276 mm (w x h)

paper cover 300 grs silk

inside 80 grs UPM star silk

finish perfect binding

advertising material CertifiedPDF

Digital files advertising material

File format .PNG/.JPG/.GIF/

3rd Party Tags/HTML5

Information for submitting material

<https://roularta.nl/adverteren/aanleverspecificaties/>



Questions about advertising material:
Traffic Department: traffic@roularta.nl

All contracts awarded to us are subject to the advertising terms and conditions,
which can be found on our website: <https://roularta.nl/voorwaarden/>

BASE RATE X **FORMAT INDEX** X **POSITION INDEX** = **CAMPAIGN RATE**

Explanation of rate calculation, format, position index. All rates are exclusive of VAT and are valid from January 1 to December 31, 2025. The calculation of the campaign price is based on our price formula:

BASE RATE

The base rate is calculated by a number of variables that we re-evaluate annually: for example, circulation and reach development, selectivity and performance.

FORMAT INDEX

For delicious. there are several options regarding formats. The standard index for a 1/1 page is 100. The other formats and their corresponding indexes can be found on the previous page.

POSITION INDEX

delicious. has its own position possibilities. The general advertising page has an index of 100. The other positions with corresponding indexes can be found on the previous page.



delicious. | **CONTACT**



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