

# goodfood



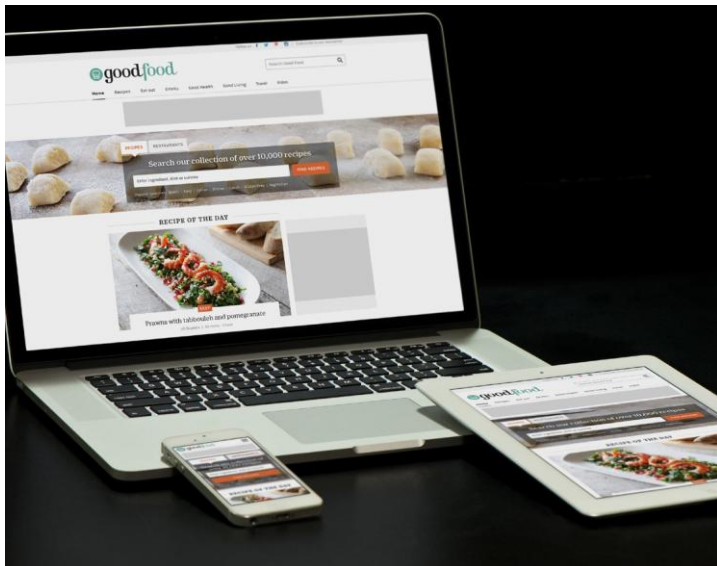
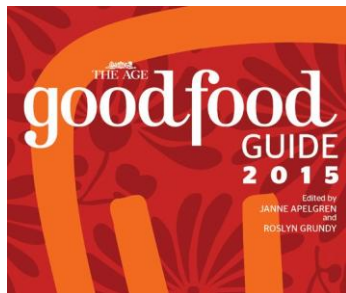


# WHEN YOU WANT TO GET THE MOST OUT OF EVERY FOOD EXPERIENCE.

## GOOD FOOD

The 'go to' place for lovers of good food & wine everyday. Our food and wine experts position us as the authority on food and wine in Australia and they deliver us this content through a range of brands and

platforms. Good Food is the only place to find all the best recipes, wine recommendations, industry news, restaurant reviews, and thought – provoking articles on culinary issues from industry authorities.



GOOD FOOD  
PORTFOLIO







Who is the  
**GOOD FOOD  
AUDIENCE?**



# AUDIENCE PROFILE OF A GOOD FOODIE

The Good Food audience is more likely to be savvy, educated and keen to be 'in the know' of the latest food trends and openings across the nation.

Male  
**48%**

Female  
**52%**

AGE  
**49 yrs old**

Social  
Grade A  
**34%**

Avg Personal  
Income  
**\$ 59,543**

Avg Household  
Income  
**\$ 110,272**

Tertiary Educated  
**54%**

Full time  
employment  
**42%**

Occupation  
Summary  
Managers /  
Professionals  
**32%**





# AUDIENCE

## TOTAL\*

751,000

UA's

3,376,000

Page Views

0:04:47

Time spent per person

## FACEBOOK^

235,000

Total Followers

## DESKTOP\*

477,000

UA's

1,497,000

Page Views

00:05:36

Time spent per person

## TWITTER^^

83,600

Followers

## SMARTPHONE\*

206,000

UA's

## PRINT \*\*

SMH

458,000

The AGE

364,000

## INSTAGRAM~

128,000

Followers

Source: \*Nielsen Digital Ratings Monthly | Average of Jan-Nov 2016,

\*\* emma™ conducted by Ipsos MediaCT, people 14+ for the 12 months ending October 2016

^ Facebook as at 09/01/17 ~ Instagram as at 09/01/17 ^^ Twitter as at 09/01/17



RECIPES RESTAURANTS

Search our collection of over 10,000 recipes

Enter ingredient, dish or cuisine

FIND RECIPES

Popular searches: Quick | Easy | Italian | Dinner | Lunch | Gluten-Free | Vegetarian

RECIPE OF THE DAY



**Prawns with tabbouleh and pomegranate**

By Duplex | 30 mins - 1 hour

EASY

Introducing the next generation of

**GOODFOOD  
.COM.AU**



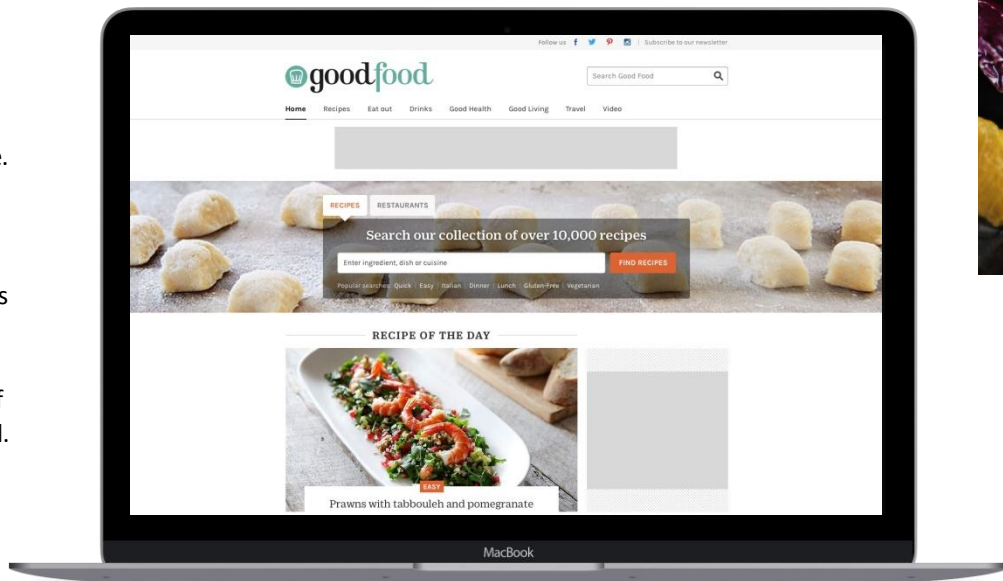


# HOMEPAGE

Fresh, clean and updated regularly, the Good Food homepage is the perfect landing for our engaged audience.

The redesign features the inclusion of our live Instagram feed which is embedded into the site, a permanent Just Open tile promoting the newest establishments across the nation, as well as the use of common components.

Common components allow editorial to alter the layout of the site and promote time sensitive content above the fold.







# THE NEXT GENERATION

of GoodFood.com.au

**Adaptive** design

**Improved** search capability

**Quick** links

Enhancements to design layout providing a **clean** and **modern** user experience

Improved SEO and SEM search **functionality**

**Broadening** the site to include more lifestyle content with the inclusion of Good Living & Good Health sections

Integration of the Good Food **social channels** within the new site

The Good Food Guide will now live in an **app** format



## RECIPES

- Recipe collections
- Weekly meal planner
- In season
- How – to
- News

## EAT OUT

- Restaurants
- Cafes
- Bars
- Pubs
- Just Open
- Top 10
- Suburb guides
- Good Food Guides
- News

## GOOD LIVING

- Entertaining
- Chefs' kitchens
- Home & design
- Gift Guides\*

## DRINKS

- Wine
- Beer & cider
- Cocktails & spirits
- Coffee

## TRAVEL

- Food experiences
- Short breaks
- Destination guides

## GOOD HEALTH

## VIDEO

# SECTIONS



Goodfood.com.au

# ADVERTISING OPPORTUNITIES







# SECTION SPONSORSHIPS AVAILABLE

## RECIPES

3 x Recipe Collections  
Weekly Meal Plans

## EAT OUT

## DRINKS

## GOOD HEALTH

## GOOD LIVING

## TRAVEL

## VIDEO

\* Video content to  
be bundled into  
sponsorship deals





# BESPOKE

## ADVERTISING OPPORTUNITIES

Good Food provides additional opportunities for advertisers outside standard sponsorships, enabling complete integration into the site.

For each content lead execution, we support your integration with editorial drivers across Homepage, Index, Newsletter & Social Media.

**SECTION SPONSORSHIPS**

**VIDEO SPONSORSHIPS**

**SPONSORED CONTENT**

**EVENT SPONSORSHIPS**

**ADVERTORIALS**

**GIFT GUIDES**

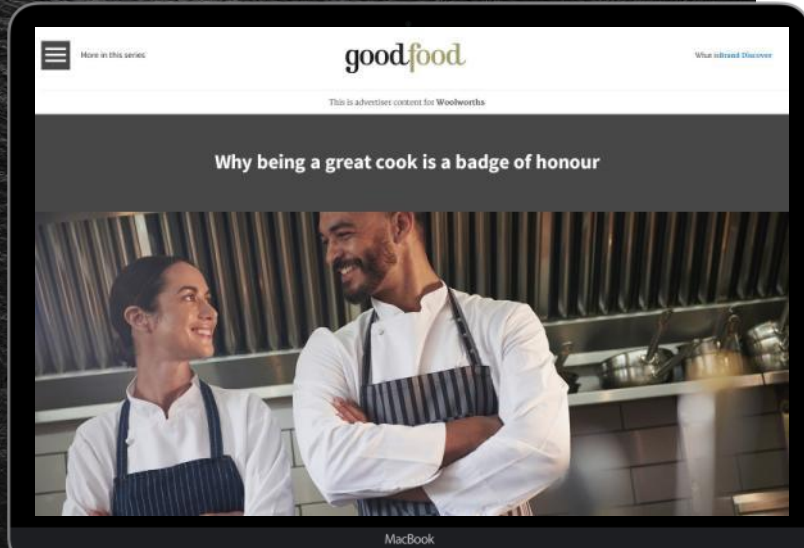
**RECIPE COLLECTIONS**

**DESTINATION GUIDES**



# BRAND DISCOVER

## ON GOOD FOOD



**ALIGN** your brand with one of the countries leading voices in the Culinary World

**ATTRACT NOT DISTRACT**  
users voluntarily engage with the content

**BUILD A RELATIONSHIP** with our users, entertaining or educating them by adding value to their online experience without the hard sales pitch

**CONTENT PROMOTED** across leading national mastheads as well as the Good Food Homepage

**ABILITY TO OPTIMISE** campaigns and track content performance in real time





# RICH MEDIA

Fairfax Media's Rich Media solutions helps to create advertising experiences that are engaging, actionable and personalised to your audience.

**CAPTURE ATTENTION**, while measuring engagement

**ENGAGE** users with in-ad interactive features, functionality and content

**EXPRESS BRAND IDENTITY** with video, images, games, music, social and more

**CREATE A MINI-WEBSITE EXPERIENCE**, so the user doesn't have to click-through to new site

**LEVERAGE PLATFORM CAPABILITIES** to personalise the ad experience for your audience





# CONTACT

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