



# BBQ

FIRE, FOOD & OUTDOOR LIVING

2024  
MEDIA PACK

#bbq365

## FROM THE EDITOR:

BBQ is a quarterly print magazine for everyone – beginners, enthusiasts and pit masters. We are here with recipes and tips, reviews and interviews from the global barbecue village. Gather round the fire. Look, listen and tell us your stories.

Rupert Bates



The BBQ media platform for adventurous outdoor cooks, professionals and live fire influencers, through to anyone simply enjoying outdoor eating and living and eager to learn more.

## MULTI MEDIA PLATFORMS

### PRINT:

Readership circa **25,100**

WAITROSE  
& PARTNERS

WHSmith

M&S  
EST. 1884

### ON SALE:

In addition to its increasing subscriber base, the magazine is on sale nationally across more than 1,000 retailers, including Waitrose supermarkets, WH Smith newsagents, Marks & Spencer, specialist BBQ retailers, garden centres, butchers and farm shops.

The magazine is also available digitally through media platforms to over 1,100 hotels, business groups, airport lounges and airlines (online customers and loyalty clubs).

### DIGITAL:

Reaching over 500,000+ through brand partnerships;

- Butchers • Farm Shops • Garden Centres
- Hospitality - Hotels, Restaurants, Pubs & Private members clubs
- Self Catering • Property & Housebuilding
- Sports Clubs & Charities • Airport Lounges
- Employee benefit programmes
- Influencers – TV, Media, Sports & Celebrity Chefs

### SOCIAL MEDIA (followers):

Twitter – **11,500+**

Instagram – **11,200+**

Facebook – **5,000+**

“BBQ magazine has everything there at your fingertips - great recipes and new and classic equipment. A great read and above all an inspiration.”

**Michel Roux Jr**

## COMMERCIAL OPPORTUNITIES

### PRINT ADVERTISING RATES

(All rates are exclusive of VAT)

Prime positions	Specifications (trim)	Single Issue	Four Series
Outside Back Cover	297mm x 210mm	£2400	£2160
Opening Double Page Spread	297mm x 420mm	£2150	£1930
Second Double page Spread	297mm x 420mm	£1830	£1650
Inside Front Cover	297mm x 210mm	£1640	£1475
Inside Back Cover	297mm x 210mm	£1515	£1365

### Standard Advertising

Double Page Spread	297mm x 420mm	£1570	£1430
Full Page	297mm x 210mm	£1270	£1155
Half Page Horizontal	133mm x 190mm	£725	£660
Half Page Vertical	270mm x 95mm	£725	£660
Quarter Page Vertical	133mm x 95mm	£480	£440
Quarter Page Horizontal	65mm x 190mm	£480	£440
1/8 Page – Marketplace Horizontal	65mm x 95mm	£275	£245

**Contact:**  
David Taylor  
david@thebbqmag.com

Options including inserts, tailored supplements, magazine wraps and bookmarks are available on request

*All prices subject to VAT*

#### PREPARATION OF ARTWORK

Cost plus 10%.  
Amendments to copy at cost plus 10%.

## TECHNICAL SPECIFICATIONS

All images and logos must be a minimum of 300dpi and converted to CMYK.  
Ensure all fonts are embedded or converted to outlines.

DOUBLE PAGE SPREAD	
Height	Width
Trim: 297mm x	420mm
Bleed: 303mm x	426mm

HALF PAGE (Horizontal)	
Height	Width
133mm x	190mm

HALF PAGE (Vertical)	
Height	Width
270mm x	95mm

FULL PAGE	
Height	Width
Trim: 297mm x	210mm
Bleed: 303mm x	216mm

QUARTER PAGE (Vertical)	
Height	Width
133mm x	95mm

QUARTER PAGE (Horizontal)	
Height	Width
65mm x	190mm

1/8 PAGE (Horizontal)	
Height	Width
65mm x	95mm

## DATES (for print)

Issue	Ad booking deadline	Artwork deadline	On Sale
15 – Spring 2024	12th Feb	14th Feb	March 2024
16 – Summer 2024	22nd April	24th April	June 2024
17 – Autumn 2024	15th July	17th July	August 2024
18 – Winter 2024	14th Oct	16th Oct	November 2024

Email finished artwork as a high-resolution PDF, with fonts embedded to: [kelly@thebbqmag.com](mailto:kelly@thebbqmag.com)

It is great to see a magazine dedicated to cooking on fire. There are some lovely tips and recipes to spark the imagination. It's more than just barbecue advice; it's all about fire, food and outdoor living.

**Hartnett Holder & Co**  
**Lime Wood**

## PRINT & DIGITAL ENGAGEMENT PROGRAMMES

(price on application)

Design, production & execution of customer marketing campaigns - for example branded newsletters, brochures, video, social & merchandise - activated through BBQ multi media & channel partners & delivered at 'key moments of influence'. The KMI's - could be related to simply sharing content - recipes, experiences, hosting competitions, news or simply for celebrating national holidays & key sporting moments through to engaging audiences at an optimal time for purchase through brand partner channels.



## DIGITAL OPPORTUNITIES

### ONLINE ADVERTISING RATES

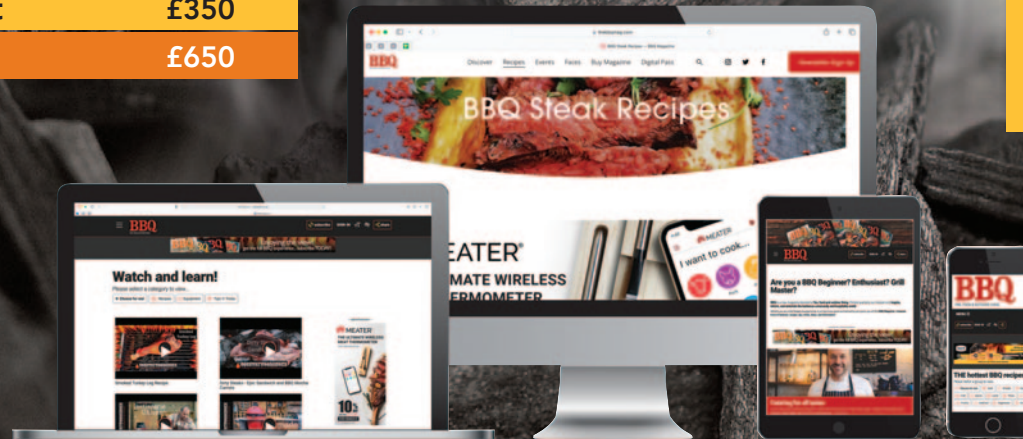
(All rates are exclusive of VAT)

Digital Advertising (static)	Size	30 Days	60 Days	90 Days
Banner – desktop format	970 x 250px	£1150	£2200	£3000
Banner – mobile format	600 x 600px	Included in above		

Please supply both sizes for optimization to [mark.w@thebbqmag.com](mailto:mark.w@thebbqmag.com)

### Packages - Tailored packages available

Social media story post	£350
Solus email	£650



### CONTENT SHARING

News, features, product launches, promotions and competitions can be submitted for editorial consideration.

Please send content and press releases with link to high res images to [mark.w@thebbqmag.com](mailto:mark.w@thebbqmag.com)

Submit by 25th of each month for next month's news. Please let us know if content is embargoed including release date and time.

For reactive content and topical news submissions can be made on the week by end of play Thursday for Friday email.



## EVENTS



Solex



Solex



Pub in the Park



Spoga



Smoke & Fire Festival



Smoke & Fire Festival



Berkeley launch BBQ Activation



The Game Fair



Savour

Black Deer Festival



Home of Food Festival, Lords



Redrow launch BBQ Activation



Hartwood Estate, Surrey Hills



BBQ Hero competition - PitP



Redrow launch BBQ Activation



Sizzlefest

# BBQ

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## CONTACTS

### Editorial:

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### Partnerships & Advertising (print & digital):

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### Artwork and Design:

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### Digital:

Mark Waters

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### Social Media:

Follow @thebbqmag



## READERS QUOTES:

“Read mine from cover to cover.  
Excellent issue.”

“What a cracking magazine”

“Christmas came early - my girlfriend  
knows what a barbecue nerd wants.”

“An excellent mix of articles, recipes  
and ideas - plus inspirational  
advertisements for grills I want.  
Well worth the subscription money”

“The only magazine I keep and  
collect... I have them all and refer  
back to them throughout the year”



www.thebbqmag.com