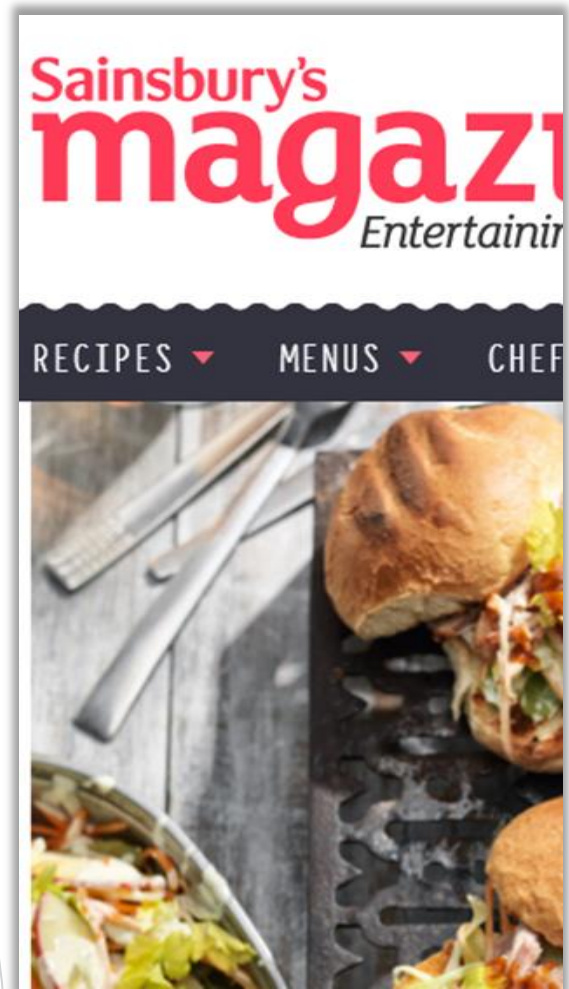


## What is it?

Sainsburysmagazine.co.uk was launched in Oct 2013, attracting 232,000 unique users and 1.3 million page impressions within the initial five months

## Key benefits

- Additional yet complementary to Sainsbury's Magazine, the website helps to engage and increase the loyalty of Sainsbury's magazine readers on a more frequent basis. The "Buy Ingredients" tab on sponsored or editorial recipes clicks all the ingredients into the customer's basket, easing the user experience
- The content is food and entertainment driven, showcasing triple tested recipes and stunning photography to cover a cook's every need and encourage readers to try new ideas
- Editorially independent, the website can drive traffic to social media and supplier microsites
- Various tools are available which can be tailored to specific brand objectives including Display Advertising, Targeting Display and Integrated Brand Content



## Set-up

Live for  
4 weeks

Booking lead time  
3-6 weeks

Artwork lead time  
3-6 weeks