

Innovation in magazines Building record-breaking audiences and revenues

Chris Kerwin

Publishing Director, BBC Worldwide, UK



CHRIS KERWIN

PUBLISHING DIRECTOR UK PUBLISHING

Driving

CONTINUED GROWTH

for the UK's biggest

'MAGAZINE' BRAND

BBCGOODFOOD.COM

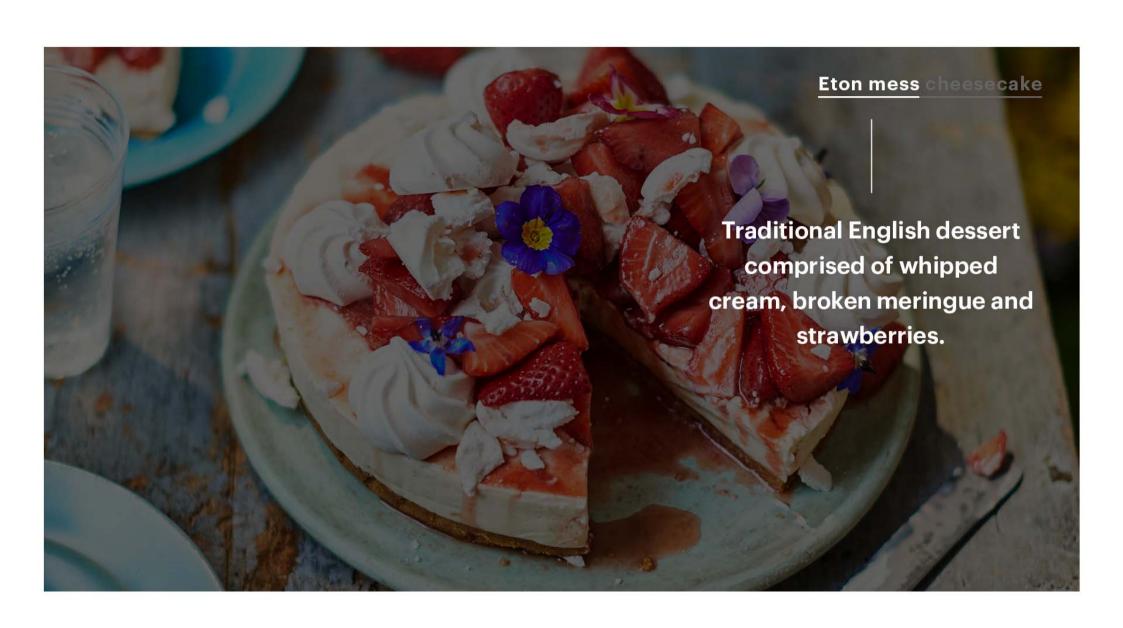




















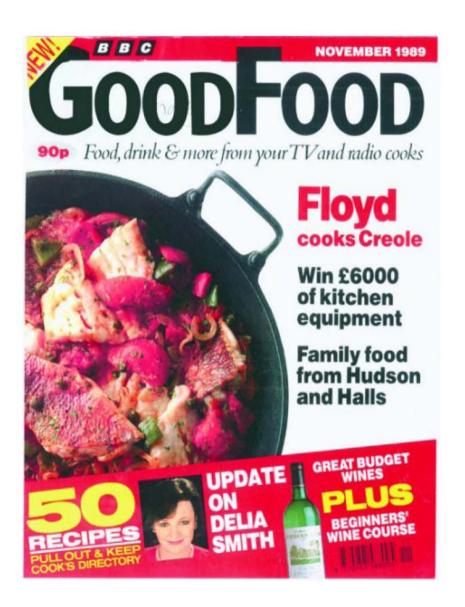


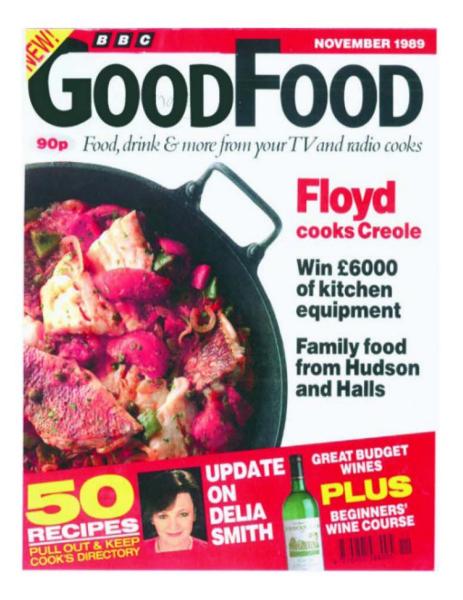




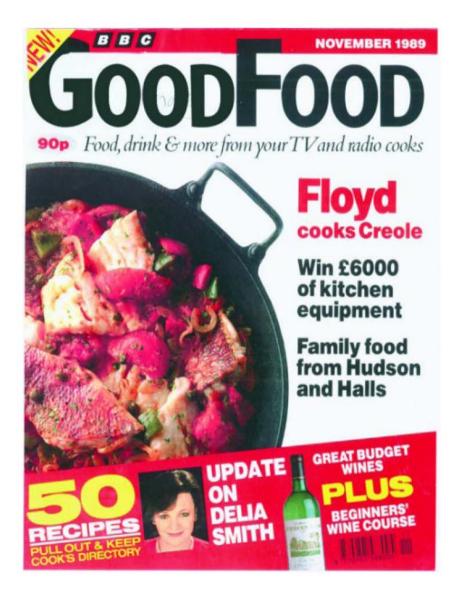






































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We create over 75 new recipes every month to address all our audience segments. From time-poor parents, baking enthusiasts and cash-strapped students right the way through to culinary super-nerds.

Lulu Grimes

LULU GRIMES, BBC GOOD FOOD



Revenue

#2,990,243

£6,578,535



Revenue

#5,632,710

£12,391,962



Revenue

#14,370,870

£31,615,914



Revenue

#17,203,456

£37,847,603



Revenue

#22,017,582

£48,438,680



Revenue

#26,564,321

£58,441,506



Revenue

#32,013,864 £70,430,501



Revenue

#34,990,021 £76,978,046



Revenue

#40,113,282 £88,249,220



Copies sold Revenue

#49,028,466 £107,862,625



Revenue

#54,112,398

£119,047,276



Copies sold Revenue

#58,634,010 £128,994,822



Copies sold Revenue

#62,636,472 £137,800,238



<u>Copies sold</u> <u>Revenue</u>

#72,332,745

£159,132,039



#81,234,221 £178,715,286

Revenue



Copies sold Revenue

#86,511,883

£190,326,143



Copies sold

Revenue

#91,732,001 £201,810,402



Copies sold

Revenue

#97,955,411 £215,501,904



<u>Copies sold</u> <u>Revenue</u>

#105,545,620 £232,200,364



<u>Copies sold</u> <u>Revenue</u>

#110,091,582 £255,412,801

We enhanced it by **EXPANDING** our **CONTENT REMIT**

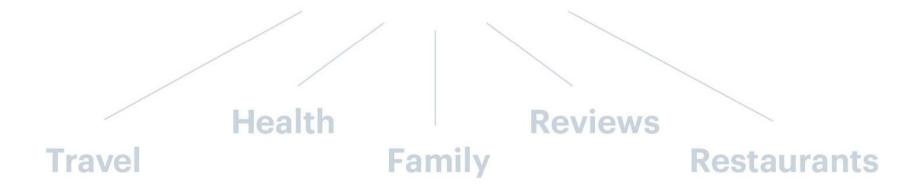
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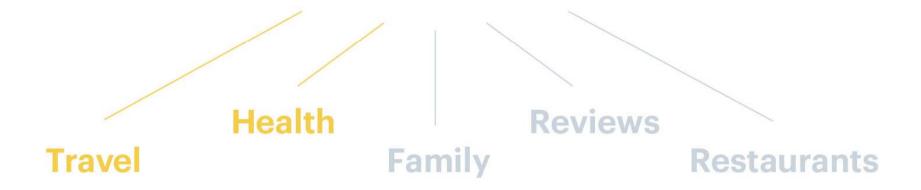




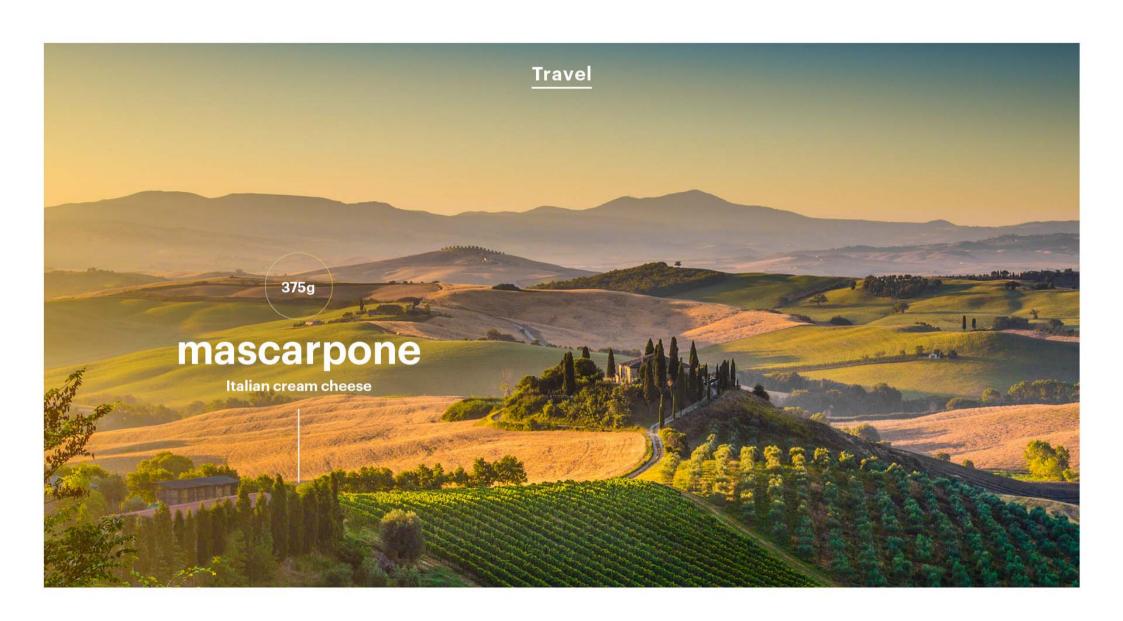


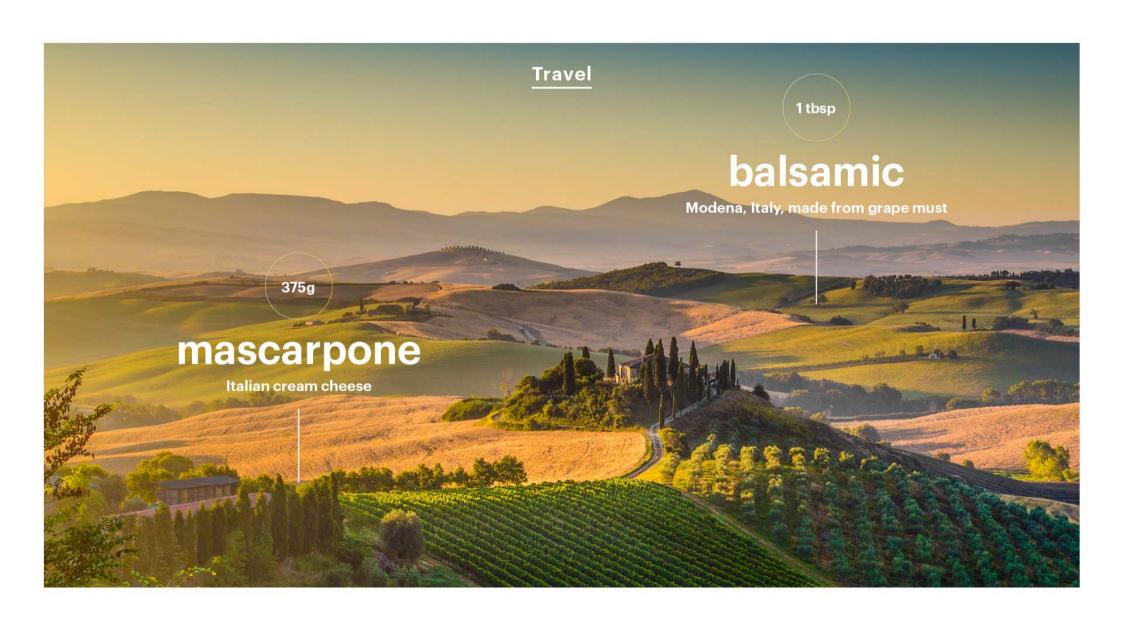








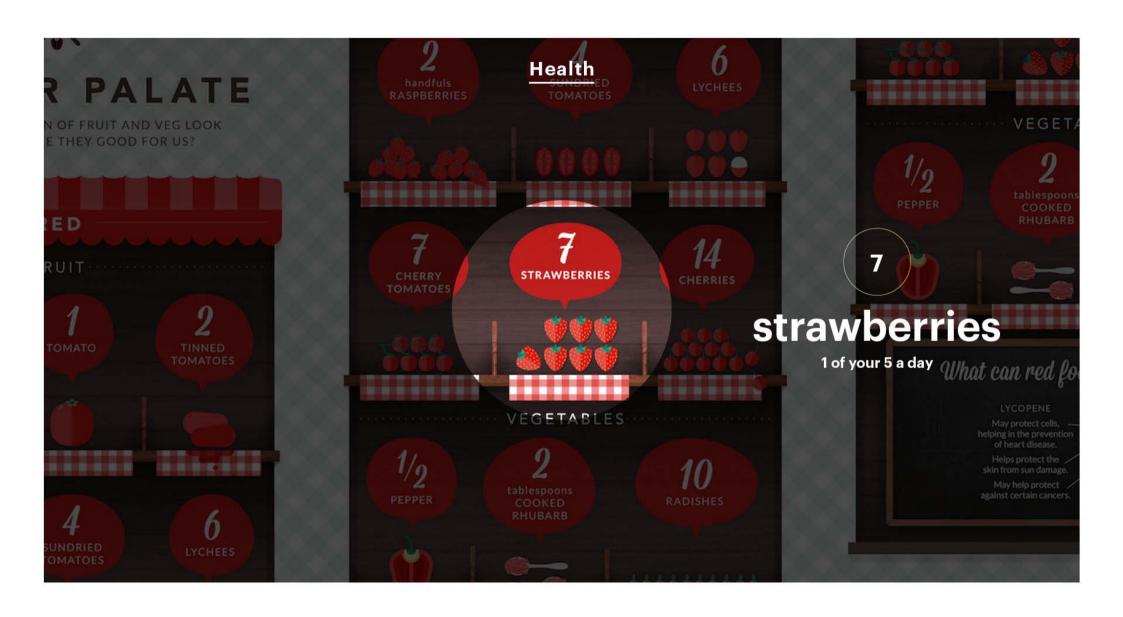










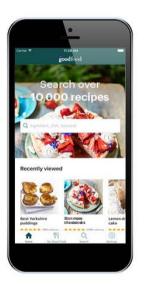


GIVING PEOPLE

multiple

ACCESS POINTS





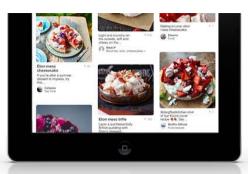
















WORKING with FRESH TALENT













10

mini meringues

ready-made











FOCUSING on LEADING TRENDS







SHOWING PEOPLE HOW to DO IT



TAKING the SHOW ON the ROAD

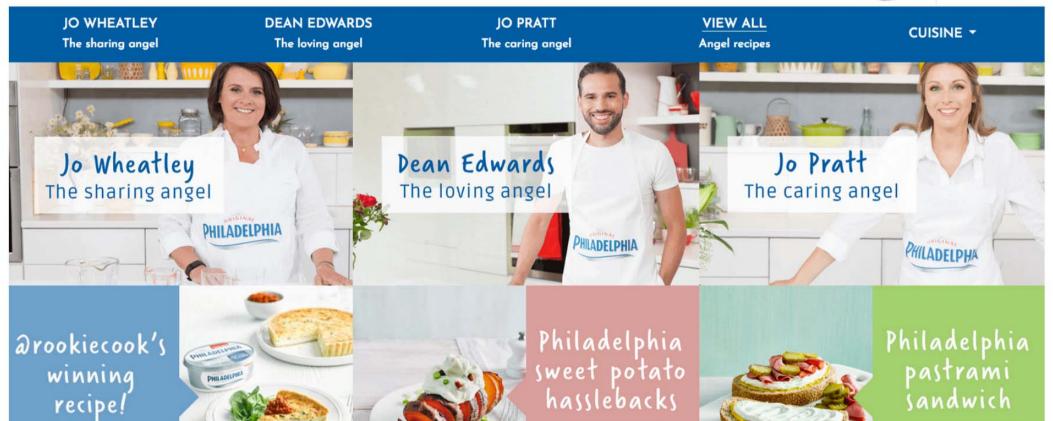


INNOVATING in ADVERTISING









JO WHEATLEY









DEAN EDWARDS

The loving angel

JO PRATT
The caring angel

VIEW ALL Angel recipes

CUISINE -



cream cheese

full-fat



arookiecook's winning recipe!

VIEW RECIPE



Philadelphia sweet potato hasslebacks

VIEW RECIPE >



Philadelphia pastrami sandwich

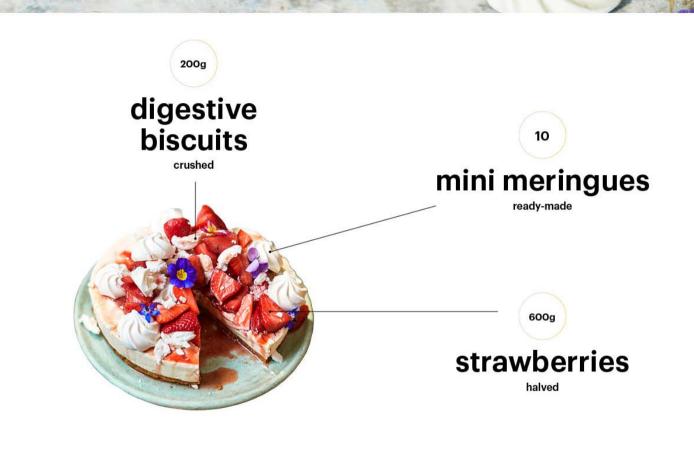
VIEW DECIDES

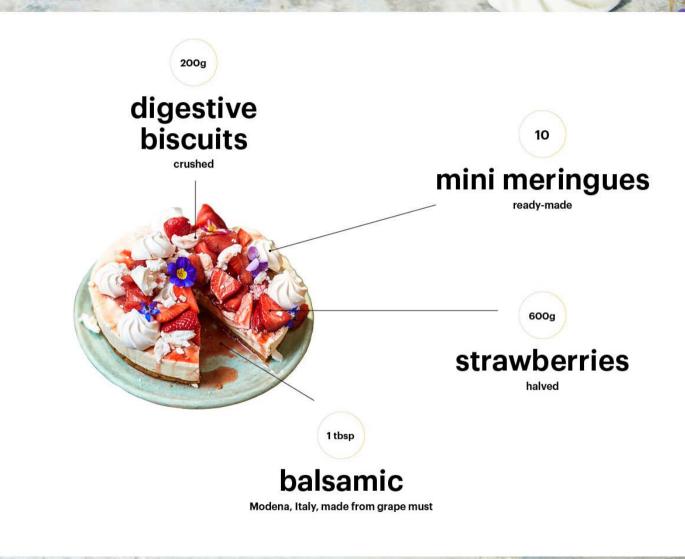


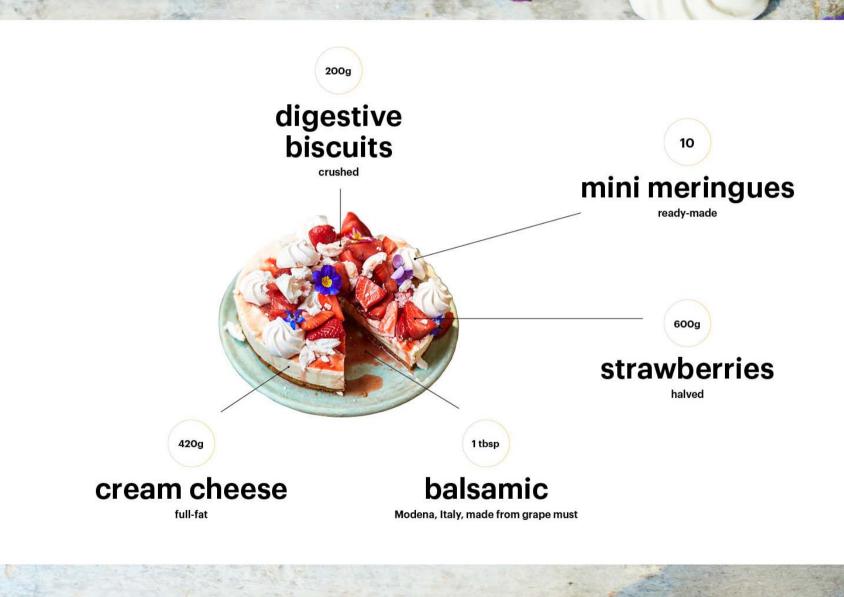


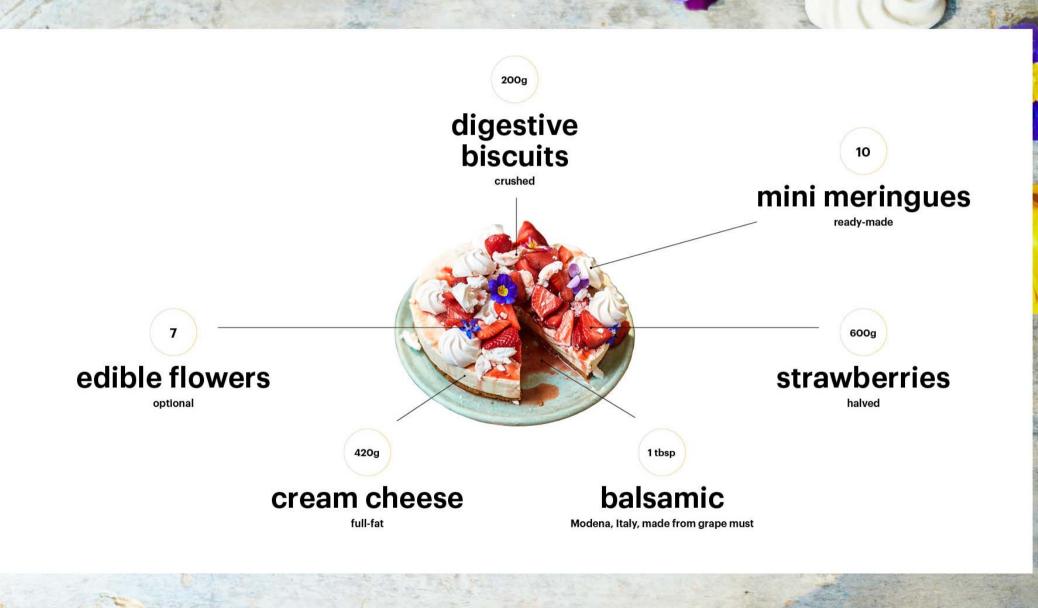


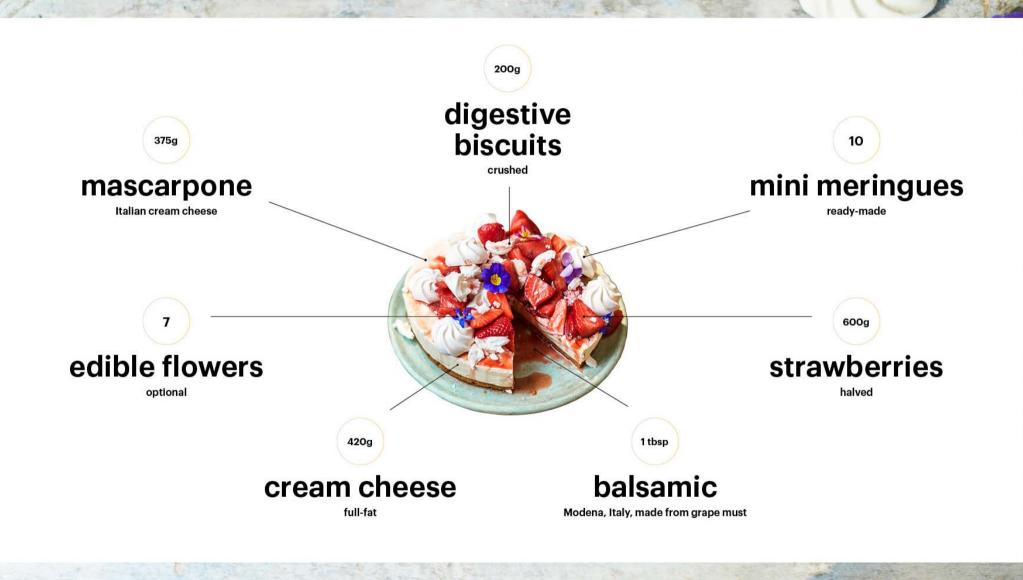




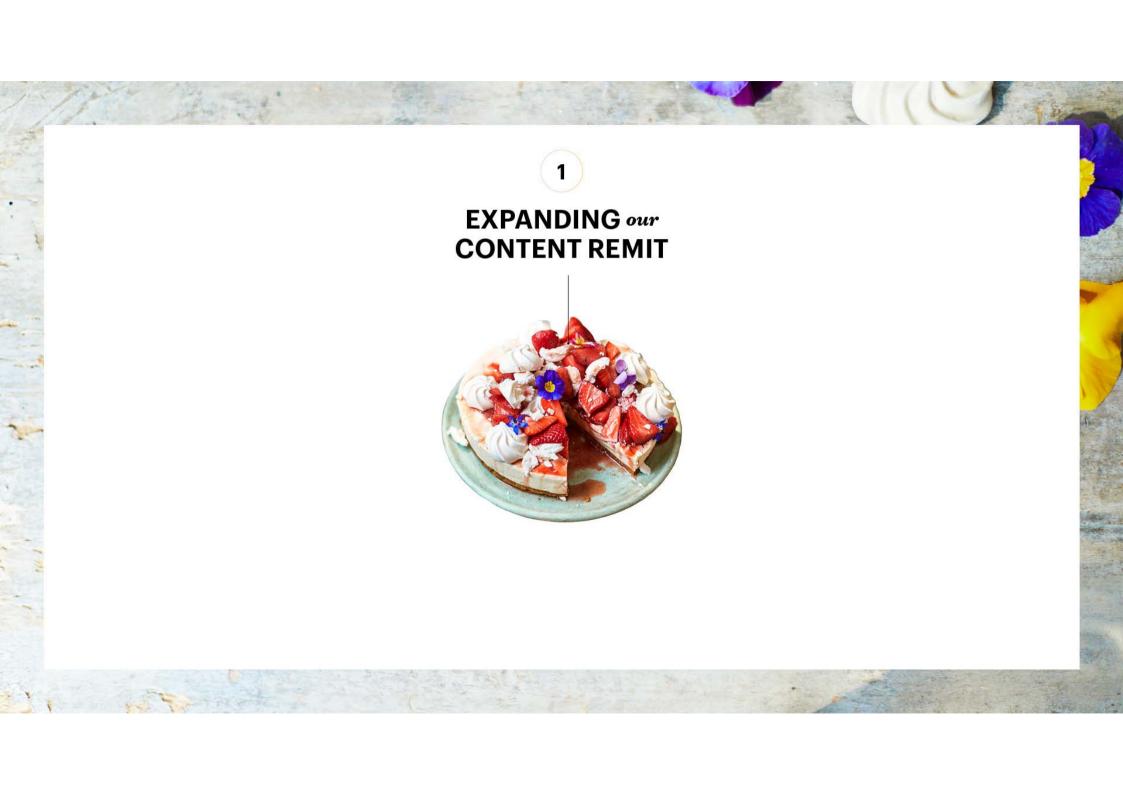






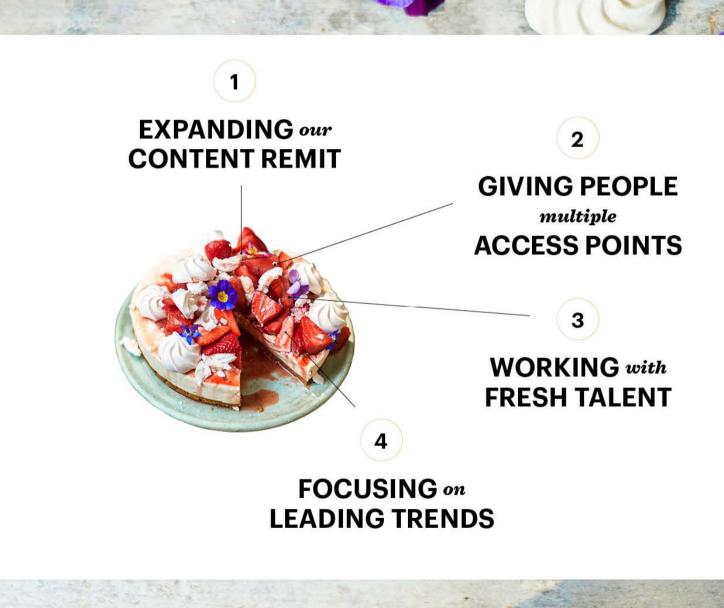


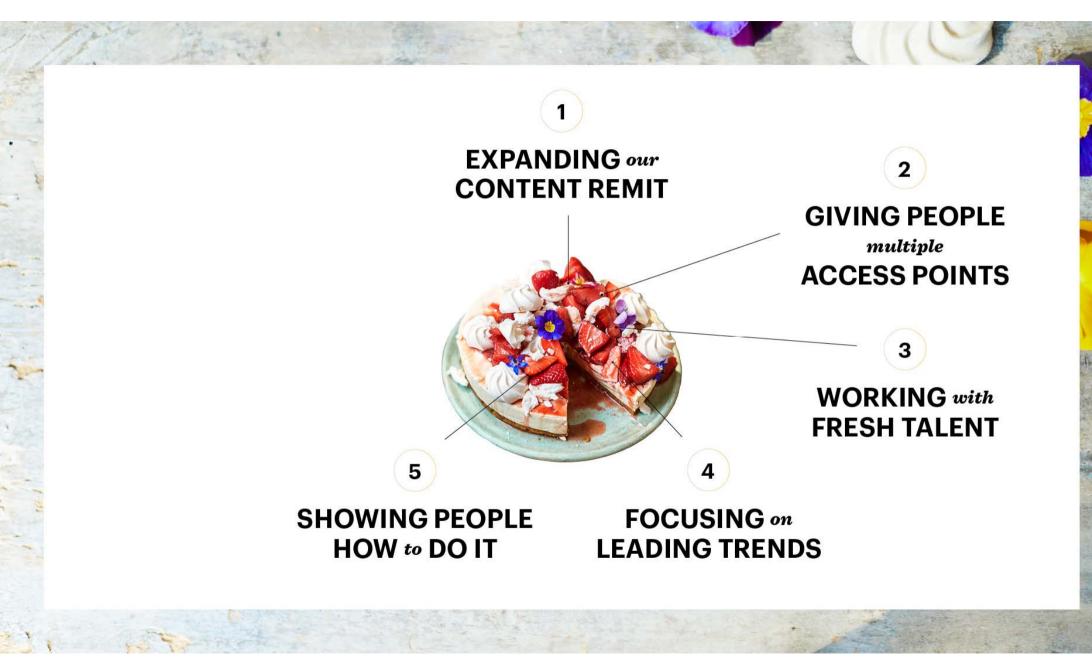


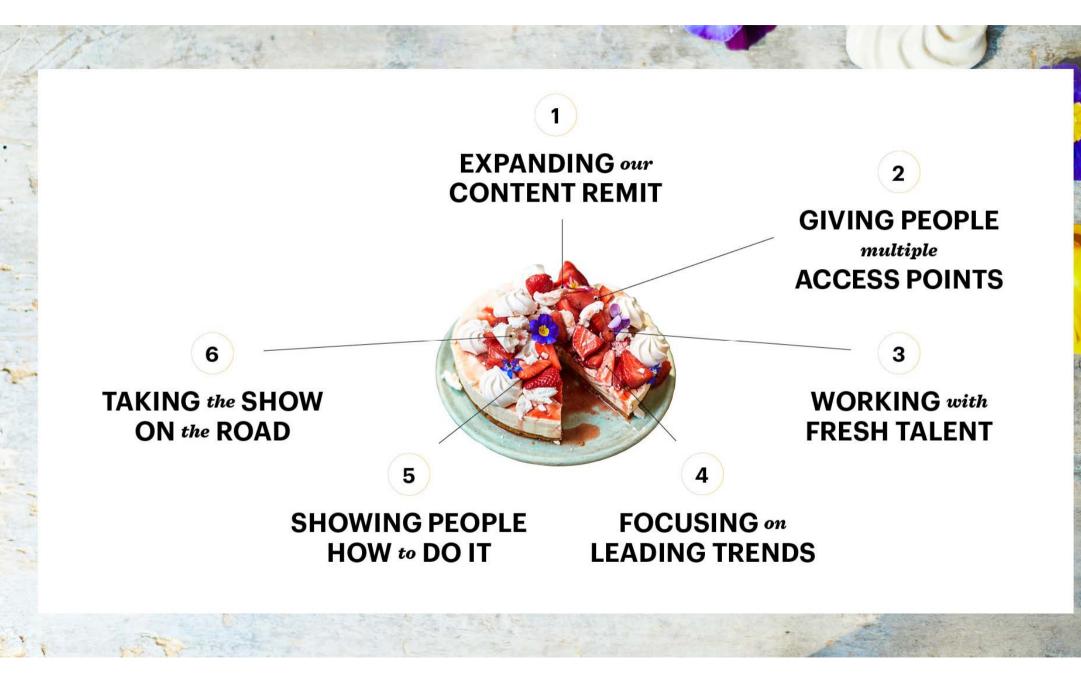


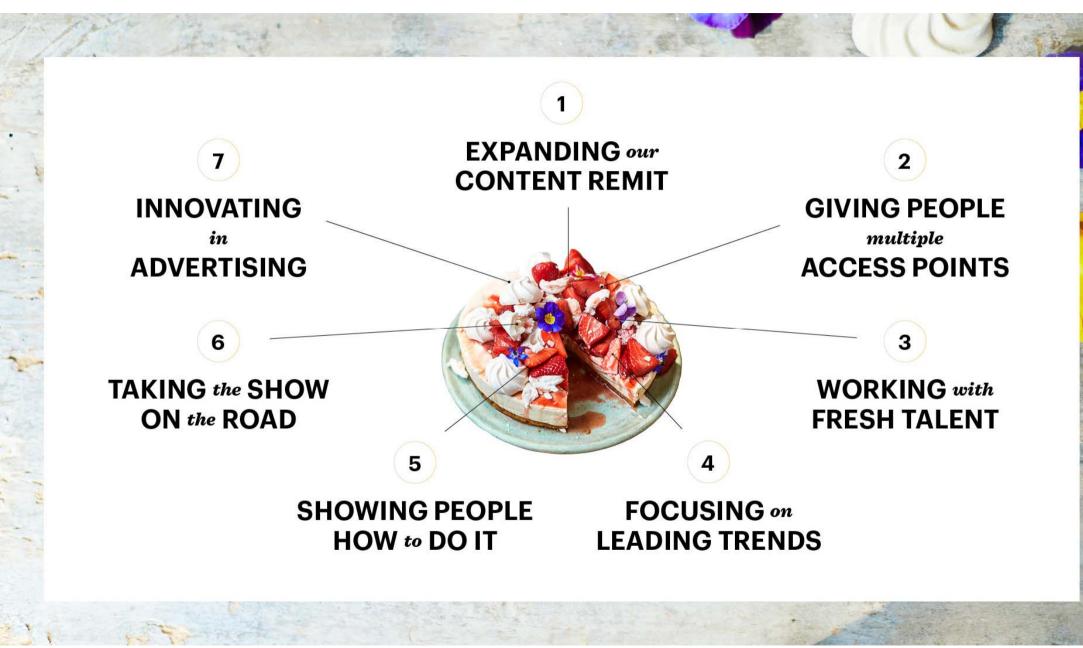
EXPANDING our **CONTENT REMIT GIVING PEOPLE** multiple **ACCESS POINTS**











With the result that our plain old cheesecake



With the result that our plain old cheesecake became something much more special





6 POINT STRATEGY

BBC Good Food is following a six point plan, with all six areas supported by robust commercial models

DRIVING DIGITAL
GROWTH through
INNOVATION

PROTECTING PRINT
SCALE and PROFITS
EXPANDING the BRAND'S
EDITORIAL REMIT through a
SINGLE EDITORIAL TEAM

RUNNING and EXPERIMENTING with DIFFERENT LIVE FORMATS

DRIVING INNOVATION

with bold

STRATEGIC CALLS

BUILDING international PARTNERSHIPS to grow the BUSINESS EX-UK



THE CONNECTED $\stackrel{\triangle}{=} \leftarrow \stackrel{(1)}{=} \leftarrow \stackrel{\square}{=} =$ **FRIDGE**



USER





ALEXA









LOGOGRAB (VISION API)



MIDDLEWARE SERVER



RECIPE API





