MEDIA PACK 2025

FARM TO FORK - A CULINARY JOURNEY

A BI-MONTHLY DIGIZINE - LAUNCH OCTOBER 2025

THE BRAND
& THE AUDIENCE

Your Brand Deserves a Seat at the Most Exclusive Table in South Africa's Food Scene

The Diary of the Giggling Gourmet is a premium digital culinary publication hosted by celebrity chef Jenny Morris. Our editorial focus is on slow cooking, sustainability, seasonal eating, and the farm-to-table movement - a global trend that's become a lifestyle choice for discerning, high-income consumers.

We don't just publish recipes. We create a curated food journey that blends local food heroes with international culinary trends, capturing the imagination of readers who value quality, authenticity, and provenance.

Our Audience: Your Future Customers

Our readers are high LSM (8–10), style-conscious foodies with above-average household incomes (R22,000+). They are tastemakers in their communities — socially connected, globally aware, and committed to supporting brands that reflect their values.

They:

- Travel for food experiences.
- Invest in premium ingredients, cookware, and dining.
- Follow sustainability and food security conversations.
- Share and recommend trusted brands in their circles.

Our Multi-Platform Reach

- 13,000+ engaged subscribers in our owned database.
- Exclusive download banner on Daily Maverick TGIfood.
- Social media amplification through our active foodie networks.
- Long-tail exposure: each issue remains online and discoverable well beyond launch.

When you advertise with us, your brand becomes part of a premium, trusted space - engaging with an audience that doesn't just browse, they buy.

Reach & Advertising
OPPORTUNITIES

We Deliver More Than Impressions
- We Deliver Influence

Advertising Packages & Rates

Placement	Rate	Value Add
Front Cover Package	R75,000	Cover + 1-page Q&A with Jenny Morris + full-page brand ad
Inside Front Cover (IFC)	R55,000	Prime positioning + supplier directory listing + social media mention
Outside Back Cover (OBC)	R40,000	High-traffic placement + supplier directory listing + social media mention
Single Full Page	R25,000	Supplier directory listing + social media mention

Value Beyond the Page
All packages include:

- Listing in our digital supplier directory (searchable by readers).
- Social media shout-outs to our engaged foodie audience.
- Inclusion in our newsletter partner highlights.

Why It Works for Your Brand

- Association with Jenny Morris — a trusted culinary authority.
- Access to a premium, loyal audience actively seeking new brands and experiences.
- Content-driven integration that keeps your brand top of mind long after publication.

EDITORIAL ENVIRONMENT & CALENDAR

Where Global Trends Meet Local Stories

Our editorial team curates stories that resonate with food lovers across the globe while staying grounded in the rich culinary culture of South Africa. Each issue blends seasonal recipes, behind-the-scenes interviews, farm-to-fork features, and international slow food trends.

Editorial Highlights

- Seasonal Recipes - inspired by local markets and global cuisines.
- Christmas edition
- World on a Plate - international slow food movements and how they influence SA kitchens.
- Local Food Heroes - the farmers, artisans, and chefs redefining our food culture.
- Sustainability & Food Security Seasonal Recipes — inspired by local markets and global cuisines.
- Christmas edition
- World on a Plate — international slow food movements and how they influence SA kitchens.
- Local Food Heroes — the farmers, artisans, and chefs redefining our food culture.
- Sustainability & Food Security — practical steps, inspiring stories, and community initiatives.
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2025–2026 Editorial Calendar

- **Q3 2025:** Outdoor Cooking Revival - wood-fired trends, heritage braais, al fresco dining.
- **Q4 2025:** Edible Education & Youth Farming - growing the next generation of food leaders.
- **Q1 2026:** Heritage Holiday Tables - festive menus rooted in tradition.
- **Q2 2026:** Fermentation & Preservation - timeless techniques for modern kitchens.

Secure your placement now - spaces are limited to maintain the premium quality of our publication.

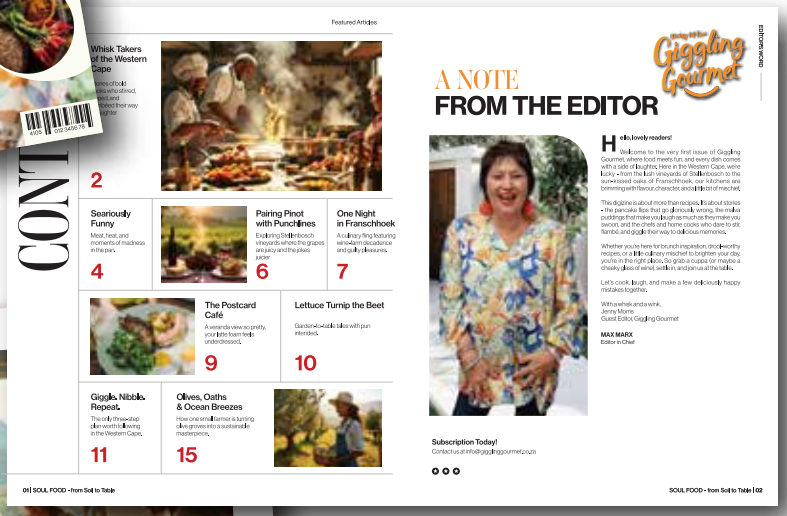
Be Part of the Journey

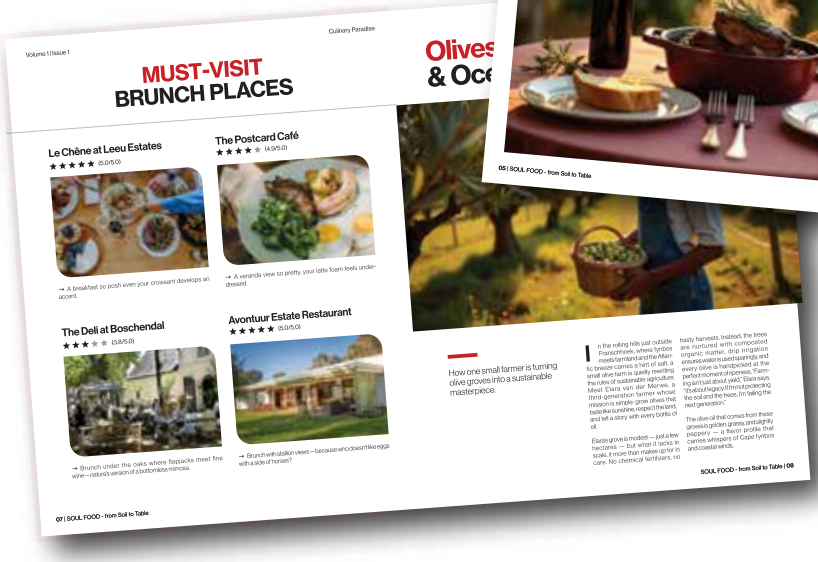
The Diary of the Giggling Gourmet is more than a publication - it's a movement. Our content is designed to inspire, inform, and connect. When you advertise with us, you're aligning your brand with a global lifestyle trend and a trusted voice in food media.

Diary of the Giggling Gourmet

SOUL FOOD

A curated food journey that blends local sustainability food heroes with international culinary trends.





Diary of the Giggling Gourmet

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