

bake

FROM SCRATCH

Time Well Spent.

Bake from Scratch celebrates the joy in individual craftsmanship and the appreciation of an unrushed process. We enable bakers to fulfill their desire to create delicious baked goods that satisfy all the senses: the sweet smell of a just-frosted layer cake; the crisp texture of warm, crusty bread; the savory flavors in a breakfast Danish artfully crafted from laminated dough; the beauty of a meringue-topped tart. And we accomplish this with an informed viewpoint gained from international experiences.



WE ARE...

Artisanal
Creative
Informative
Inspirational

HOW WE DO IT...

Discovery
Providing an
outlet for
creativity

Reward
Generating a
sense of
accomplishment
and improving the
skills of home
bakers

Connections
Building a
community of
passionate
bakers who
share ideas with
others

Global
The world's best
bakeries and the
movers and
shakers in today's
baking culture

Authentic
Content
embraced by
home bakers and
professionals alike



Created for home baking enthusiasts by editors that spend their weekends in the kitchen, we feature stunning photography, easy-to-follow recipes, techniques for creating artisan baked goods, and endless inspiration. We travel to the world's best bakeries, meet the movers and shakers in today's baking culture, and showcase products perfect for a well-stocked pantry.

Magazine

Rate base: 125,000

Frequency: 6x

Social Following

114,548



Digital

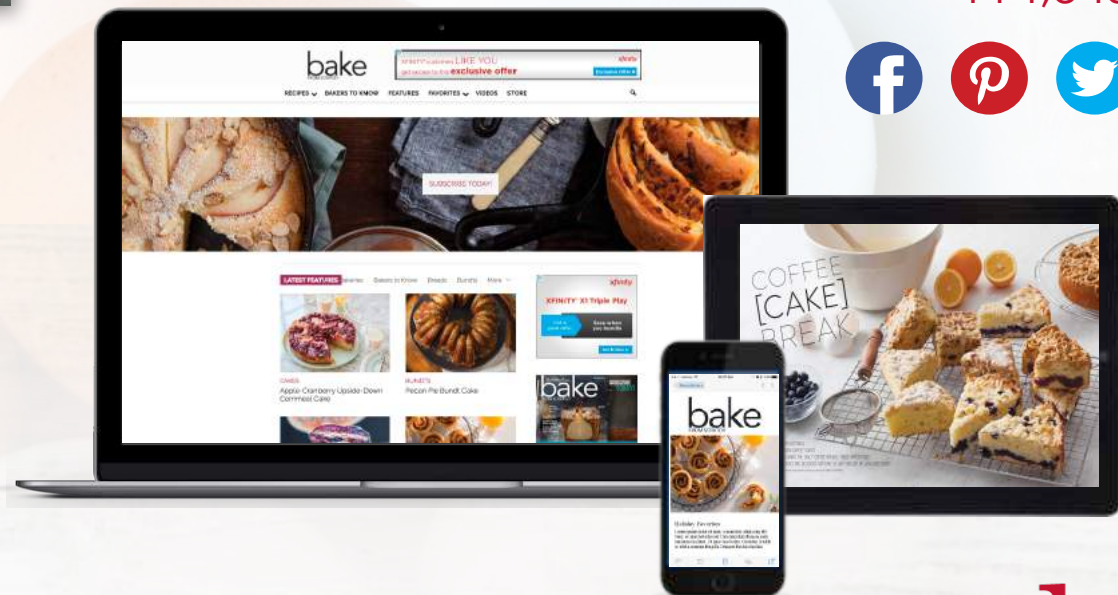
Unique monthly users: 40,000

Avg. monthly page views: 50,000

Female: 81%

Median age: 48.3

eNewsletter subscribers: 5,000



Sources- Print audience data: 2016 reader survey. Digital and social audience data: Google Analytics, 12/18/1-1/17/17

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2017 Editorial Calendar

Jan/Feb: Ad Closing/Materials Due: 10/5/16 | On-Sale: 12/20/16

Mar/Apr: Ad Closing/Materials Due: 12/2/16 | On-Sale: 2/14/17

May/Jun: Ad Closing/Materials Due: 2/22/17 | On-Sale: 5/9/17

Jul/Aug: Ad Closing/Materials Due: 4/7/17 | On-Sale: 6/20/17

Sep/Oct: Ad Closing/Materials Due: 6/14/17 | On-Sale: 8/29/17

Nov/Dec: Ad Closing/Materials Due: 8/11/17 | On-Sale: 10/24/17

Jan/Feb 2018: Ad Closing/Materials Due: 10/4/17 | On-Sale: 12/19/17

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Magazine Marketing



Rate base: 125,000

Cover 2, Page 1 \$7,875

Spread \$6,500

Full page \$3,750

Cover 4 \$5,125

Ad Specs

Trim Size: 9.0" x 10.875"

Full page: 9.125" x 11.0" (bleed only)

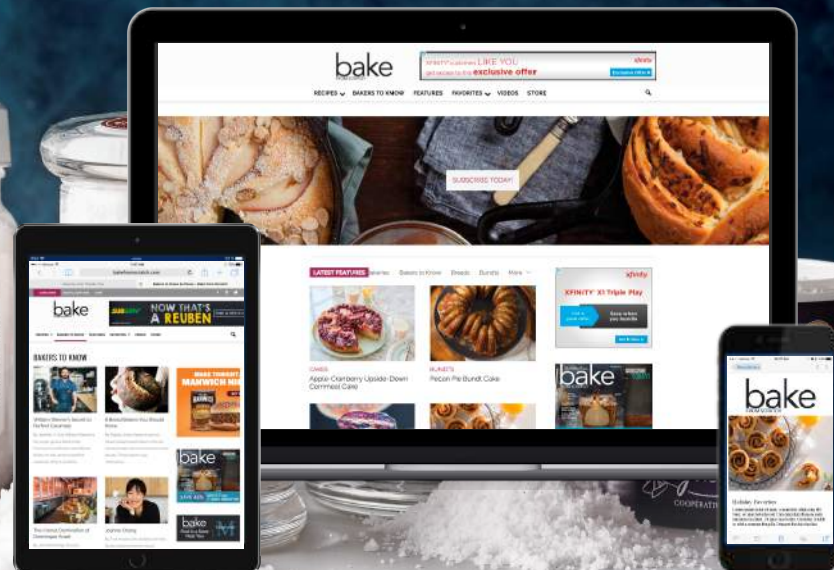
Tablet: All advertisements run on tablet version at no additional charge.
Business Reply Card and Inserts: Pricing available upon request; all business reply cards must accompany a minimum of a full page advertisement.
Fractional ads not accepted. All rates are net.

Contact:
Bake From Scratch, Production
Hoffman Media, LLC
1900 International Park Drive, Ste 50
Birmingham, AL 35243
Phone: 205.262.2193
Fax: 205.991.0071
production2@hoffmanmedia.com

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Digital Marketing

BakefromScratch.com

Standard IAB	\$20.00 cpm
Geo-targeted standard IAB	\$30.00 cpm
Pop-up	\$50.00 cpm

Bake from Scratch eNewsletter

300x250	\$30.00 cpm
600x250	\$75.00 cpm
Single sponsor	\$125.00 cpm

Artwork Files

Matching proportions at 72 dpi
 One 2x current dimensions for Retina displays
 Please email all files and hyperlink information to rcollins@hoffmanmedia.com

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FROM SCRATCH™



STORYMAKER

Branded content studio

Your story, handcrafted for our deeply engaged audience by our in-house team of content creators. We help generate dynamic conversations with your customers, enabling you to connect on a one-on-one level in one or multiple Hoffman Media brands in print, digital, video, social, and/or event platforms.



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**WHEN SUBMITTING ARTWORK,
USE HOFFMAN MEDIA'S FTP SITE**

If your ad creative is 10MB or less, please send directly to the email address below. You can also share any size file with us from DropBox.com.

For IOS (Mac)

Step 1: Use *Fetch* (<http://fetchsoftworks.com/>) or *Transmit* (<http://www.panic.com/transmit/>) to sign on to ftp.hoffmanmedia.com, Your customer user name is anonymous and your password will be your own email address.

Step 2: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 7

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Click on the page button at the top right, and select "Open FTP Site in Windows Explorer".

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 6 or earlier or any other browser

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Go to "File" and choose "Log On As". Your user name is anonymous and your password will be your own email address.

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

Contact:

Kimberly Lewis, klewis@hoffmanmedia.com or Rachel Collins, rcollins@hoffmanmedia.com

