



bake
FROM SCRATCH®

bake

FROM SCRATCH™

70+
NEW RECIPES
IN EACH ISSUE



Bake from Scratch is a modern storyteller poised to enhance the consumer experience, and editor-in-chief Brian Hart Hoffman is leading the narration. We are building a global baking community centered on enabling bakers to fulfill their desire to create delicious baked goods that satisfy all the senses through stunning photography, easy-to-follow recipes, 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.

Print

Total Distribution 150,000

Frequency 6x

Digital

Monthly Page Views 673,235

E-Newsletter Subscribers 29,311

Average Open Rate 28.3%

Average Clicks 4.5%

Social



Followers 502,532

Average Instagram Post Impressions

89,162

Average Engagement per Instagram Post

16,808

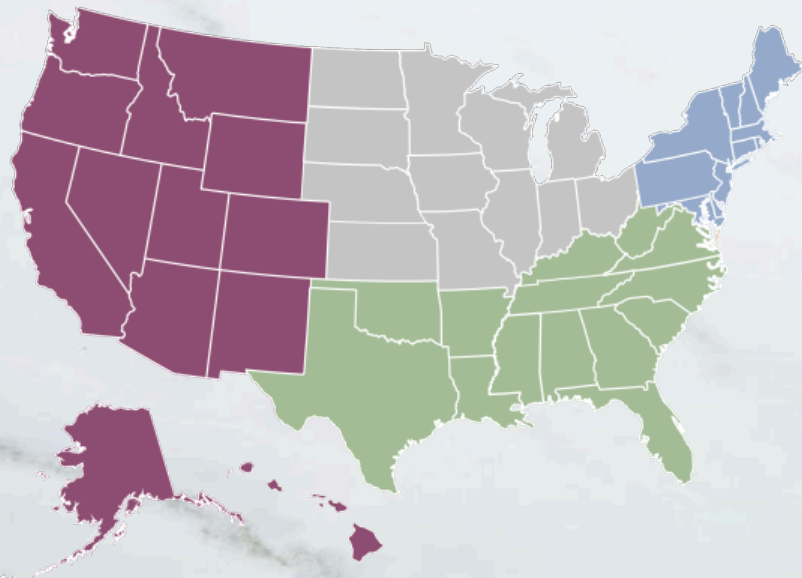
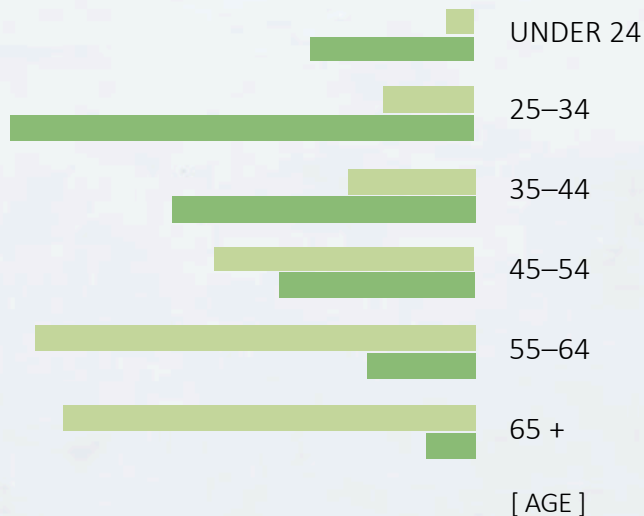


1,355,078

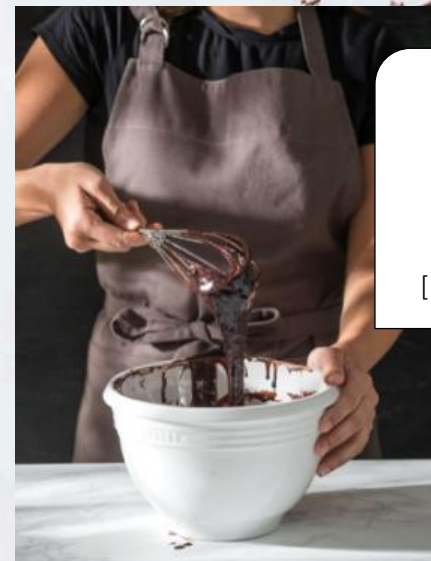
TOTAL REACH



- Print
- Digital



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91%
FEMALE
9% MALE
[GENDER]

- South: 29%
- West: 30%
- Midwest: 21%
- Northeast: 20%

[GEOGRAPHICAL]

\$112,500

[MEDIAN HHI]



46% prepare 3–6 recipes from each issue



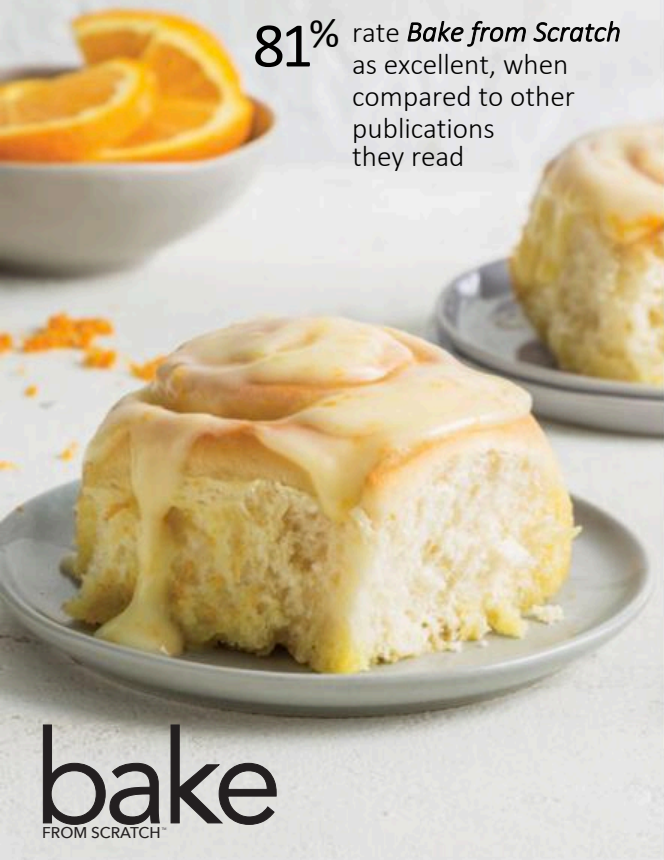
55% spend over 1 hour reading each issue



60% purchased a product written about or advertised in *Bake from Scratch*



81% rate *Bake from Scratch* as excellent, when compared to other publications they read



80% are active on social media



82% save entire issues



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Mar | Apr

The Cake Issue
Sales Close 12/9
On Sale 2/18

May | Jun

Summer Baking Issue
Sales Close 2/10
On Sale 4/21

July | Aug

The Irish Issue
Sales Close 3/20
On Sale 6/2

Sep | Oct

Fall Baking Issue
Sales Close 5/20
On Sale 8/11

Nov | Dec

Holiday Baking Issue
Sales Close 8/7
On Sale 10/20

Jan | Feb 2021

Winter Baking Issue
Sales Close 10/12
On Sale 12/15

For more information,
please contact your account
manager or Megan McIlwain,
mmcillwain@hoffmanmedia.com.





Bake from Scratch was crafted to allow readers to slow down, unplug, and escape distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, taste in the mouthwatering recipes, and see in the compelling images and clean design.

Success is due to a loyal, trusting readership confident the publication will deliver every time. Combined with a commitment to **limited ad opportunities**, it creates a targeted, expected environment for advertising.

Advertising Rates

- Cover 2, Page 1** \$8,400
- Spread** \$7,000
- Full Page** \$4,000
- Cover 4** \$5,500

Ad Specs

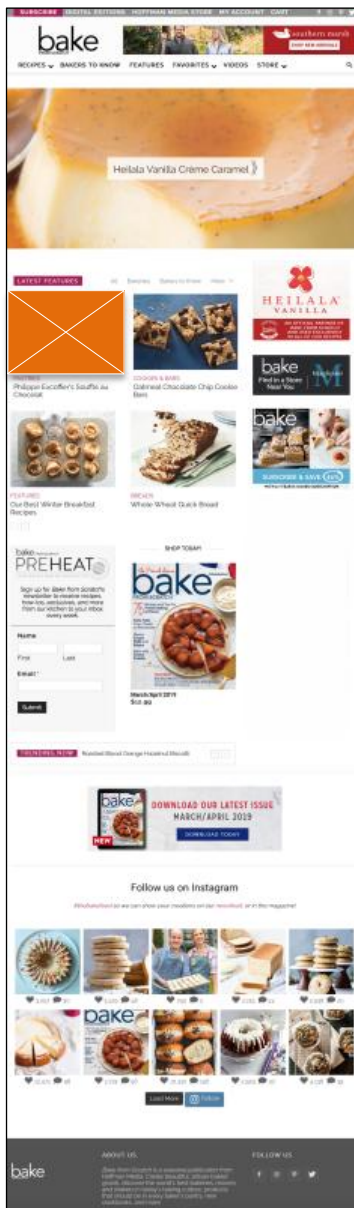
- Trim Size** 9.0" x 10.875"
- Full Page** 9.25" x 11.125"
(bleed only)

Digital Editions

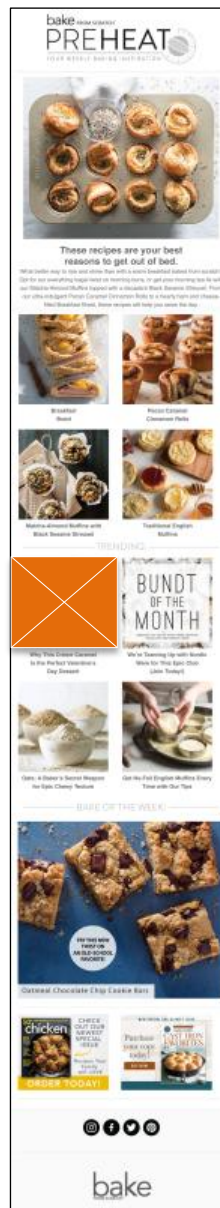
All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

Business Reply Card, Polybag, and Inserts

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

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Written by the editors of *Bake from Scratch*, digital placements allow content to travel to meet readers in the right place, through the right platform, at the right moment on their journey.

Leverage our deep expertise in engaging content creation and get to know our passionate audience through custom digital and social placements timed to complement your internal marketing campaigns and drive web traffic.

Advertising Placements

Blog Post

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

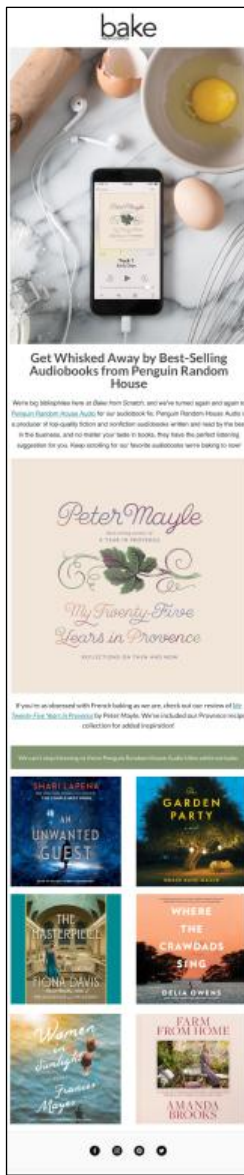
E-Newsletter Ad

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted

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For more information, please contact your account manager or Megan McIlwain, mmcillwain@hoffmanmedia.com.



[SPONSORED E-NEWSLETTER]



[FACEBOOK]



[INSTAGRAM]

Advertising Placements

Sponsored E-Newsletter

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

Facebook

- Single image, series of 2–5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags
- Paid promotion included

Instagram

- Single image, series of 2–5 images, or short video
- Link to advertiser website in bio
- Advertiser handle and hashtags

Additional Opportunities

Social Media Platform Takeover

Influencer Network Program

Reader Sweepstakes

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.

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Hoffman Media's branded content division, StoryMaker, offers advertisers access to an in-house team of writers, designers, photographers, videographers, event planners, and content creators to help tell their story.

Turnkey, a custom program promoted across multiple platforms, provides for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

Opportunities

Insert

Polybag

Reader Sweepstakes

Influencer Network Program

Test Kitchen Partnership

Recipe Development

Food and Prop Styling

Photography

Videography

Custom Book Publishing

Catalog/Travel Guide Development
and Production

Restaurant Takeover

Event Planning and Execution

White Glove Content Creation

For more information, please contact your account manager or Megan McIlwain, mmcillwain@hoffmanmedia.com.

Pricing and custom program proposal available upon request.



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Creative for custom content and digital placements should be directed to Megan McIllwain, mmcillwain@hoffmanmedia.com.

For print ad creative 10MB or less, send directly to Kimberly Lewis, kewis@hoffmanmedia.com, or Rachel Collins, rcollins@hoffmanmedia.com. We accept any size file via Dropbox or WeTransfer.

For submitting via FTP:

STEP 1

For iOS (Mac): Use Fetch (fetchsoftworks.com) or Transmit (panic.com/transmit) to sign on to <ftp.hoffmanmedia.com>. Your customer user name is “anonymous,” and your password will be your email address.

For Windows (PC) and Internet Explorer 7: Type in the URL <ftp.hoffmanmedia.com> and press enter. Click on the page button at the top right and select “Open FTP Site in Windows Explorer.”

For Windows (PC) and Internet Explorer 6 or earlier, or any other browser: Type in the URL <ftp.hoffmanmedia.com> and press enter. Go to “File” and choose “Log On As.” Your user name is “anonymous,” and your password will be your email address.

STEP 2

Place your file in the appropriate magazine folder, and notify your advertising production representative that the file is ready for download.

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Kevin Masse | Digital and Social Brand Partnerships
kmasse@hoffmanmedia.com
716.860.8280

Katie Hagan | Account Director
AL, FL, TN
ck-hagan@hotmail.com
251.802.4994

Kathy Gross | Account Director
FL, GA, KY, MD, NC, SC, VA, DC, WV
kgross@hoffmanmedia.com
203.505.8405

Katie Guasco | Account Director
LA, MS, AR, TX
kguasco@hoffmanmedia.com
225.485.8830

Mary-Evelyn Dalton | Account Manager
maryeveholder@comcast.net
615.481.2595

