

hm  
hoffmanmedia

bake  
FROM SCRATCH®



*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.

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Print

**Total Distribution** 150,000

**Frequency** 6x

Digital

**Monthly Page Views** 1,126,274

**E-Newsletter Subscribers** 44,407

Social     
**Followers** 774,623

#### INSTAGRAM

**Followers** 732,508

**Average Monthly Impressions** 12,020,633

**Average Monthly Engagement** 639,348

**Engagement Rate** 5.3%

#### FACEBOOK

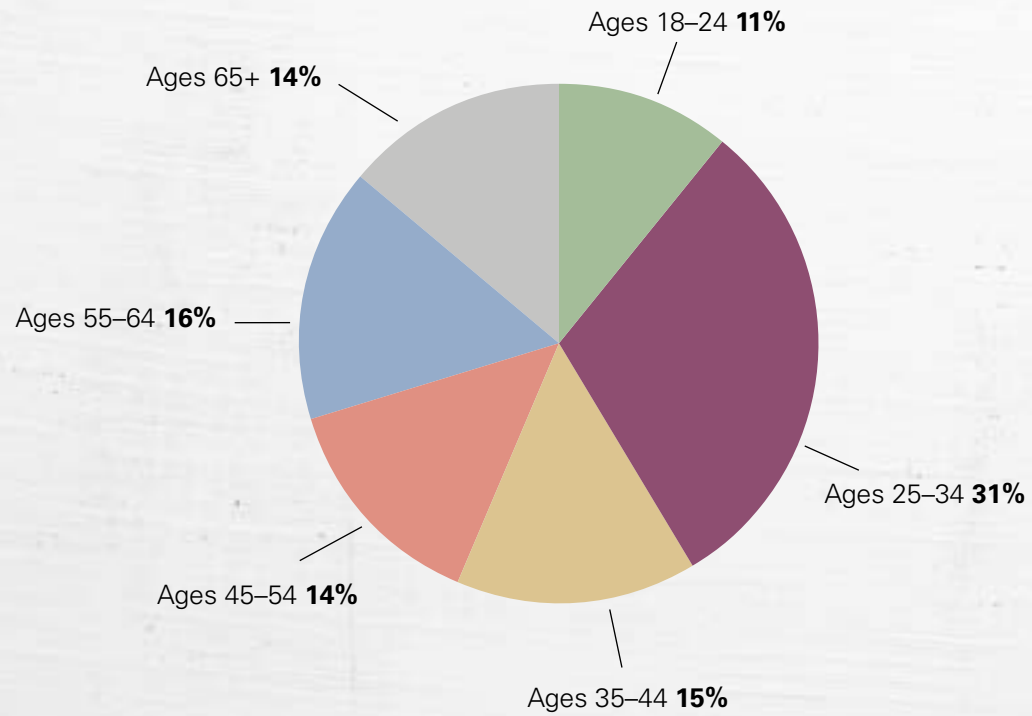
**Followers** 33,135

**Average Monthly Impressions** 1,235,764

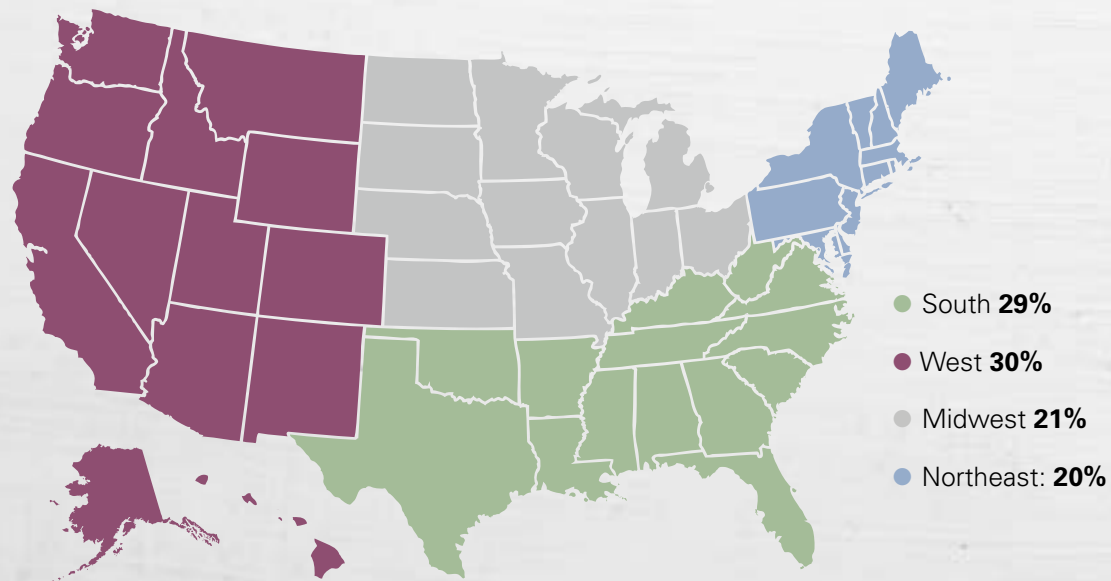
**Average Monthly Engagement** 25,920

**Engagement Rate** 2.1%





**82%**  
FEMALE  
18% MALE



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**\$112,500**

[ MEDIAN HHI ]



## READER STATISTICS



**46%** prepare 3 to 6 recipes from each issue



**55%** spend more than 1 hour reading an issue



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



**80%** are active on social media



**82%** save entire issues



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





March | April

**Materials Due 12/2 | On Sale 2/16**

May | June

**Materials Due 1/26 | On Sale 4/6**

July | Aug

**Materials Due 4/7 | On Sale 6/22**

Sep | Oct

**Materials Due 6/1 | On Sale 8/10**

Nov | Dec

**Materials Due 8/17 | On Sale 10/26**

Jan | Feb 2022

**Materials Due 10/6 | On Sale 12/21**

In addition to regular issues, *Bake from Scratch* offers special-issue publications, including our annual *Holiday Cookies* issue.



**B***ake from Scratch* is dedicated to tapping into the most incredible niche community of artisan bakers. For our readers and followers, the love of baking transcends hobby and crosses over into a passionate devotion. We deliver the content our readers deserve, with each issue featuring tested recipes, stunning photography, and in-depth coverage of the bakers, bakeries, and brands the community should know.

We open 2021 with our January/February issue, a celebration of the historic and current contributions of Black bakers to our community as well as recipes that epitomize comfort baking. March/April follows with an ode

to spring baking, from strawberries to airy meringue, and May/June ushers in the summer season, spotlighting the versatility of oil cakes and the many bread cultures around the world. July/August keeps the summer baking rolling, touching on produce-packed hand pies and Bundt cakes. Finally, we herald the peak of the baking season with our September/October and November/December issues, a fall and holiday baking extravaganza that covers every crumb of the pies, cookies, and cakes the season calls for.

Each issue contains a variety of columns, like *Hot from the Oven*, our roundup of exciting new baking products, cookbooks, and bakeries, and *From the Pantry*, a deep dive into baking ingredients like peanuts, salt, and oils. In addition, every issue highlights some of the world's most exciting bakeries, hitting on urban hot spots and small-town hidden gems.

The year 2021 is looking to be our sweetest yet, and we look forward to introducing you to our amazing base of engaged home bakers.

Happy baking,

Brian Hart Hoffman  
Editor-in-Chief

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***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, engaged readership confident the publication will deliver every time. Combined with a commitment to **limited ad opportunities**, this stability creates a targeted, trustworthy 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.





## bake FROM SCRATCH®

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

Digital Marketing continued >



[ ADVERTISING ON WEBSITE HOME PAGE ]



[ BLOG POST ]



[ E-NEWSLETTER AD ]



## 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

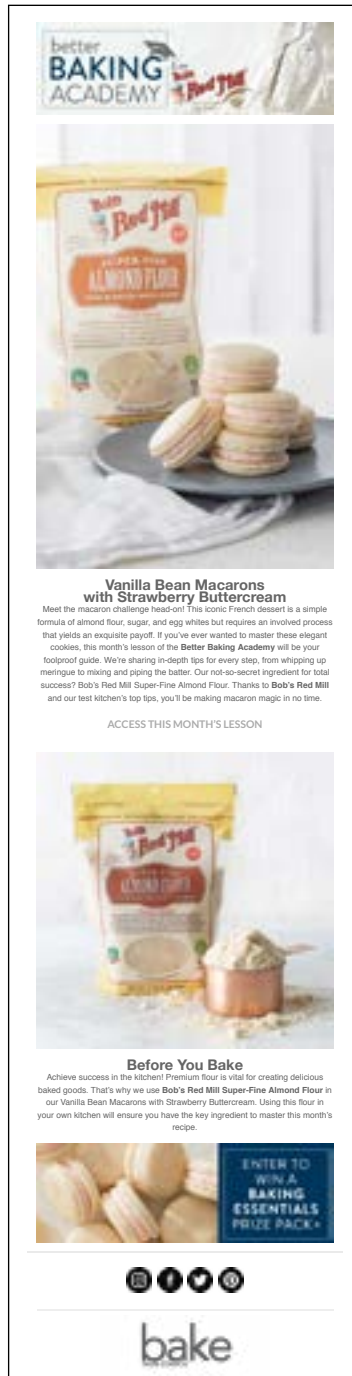
### Additional Opportunities

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.*



[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ FACEBOOK ]





## STORYMAKER

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.

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

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### OPPORTUNITIES

Advertorial Content  
Co-Op Partnership  
Tipped Cover  
Test Kitchen Partnership  
Recipe Development

Food and Prop Styling  
Photography  
Videography  
Custom Book Publishing  
Catalog Development  
and Production





### **For submitting Print Advertising:**

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, [kewis@hoffmanmedia.com](mailto:kewis@hoffmanmedia.com). We accept any size file via Dropbox or WeTransfer.

### **For submitting Digital Advertising:**

Creative for custom content and digital placements should be directed to **Lindsay Jones Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).





**Mary-Evelyn Dalton**

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# bake

FROM SCRATCH®



*Bake from Scratch* offers our advertising partners category-exclusive sponsorships with multi-platform exposure and high customer engagement for signature events and reader getaways throughout the year. Whether it be educational opportunities or just a chance to unwind, *Bake from Scratch* has specific events that directly align with your target market.

These immersive experiences can include promotional opportunities for your brand, such as product sampling and tasting, product sales on-site, gift bag inclusion, prominent logo placement, event promotion, event tickets, and relationship building.

## **SIGNATURE BAKE FROM SCRATCH EVENTS**

- **Baking Retreats:** Our trips bring together a global community of bakers through custom curriculums led by some of the most inspiring professionals in the baking world. Whether it's intensive baking classes at culinary schools or pâtisserie tours through Paris, our baking retreats offer sponsors the opportunity to be involved in an intimate baking adventure with dedicated home bakers.
- **Baking Is Our Business Blogger Conference:** This conference is designed to teach content creators how to stand out by bettering recipe fundamentals, recipe writing, and photography skills. Partners who engage in this program will be introduced to content creators, encouraging future brand partnership with bloggers who now have the *Bake from Scratch* professional tool set at their disposal.

Check with your sales rep about event partnership opportunities or media partnerships for your own event initiatives. Options for virtual or in-person events will be included in 2021.





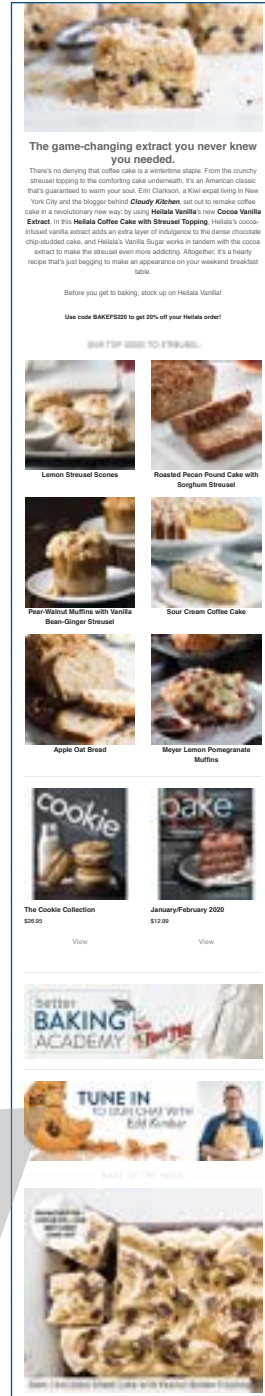
[ INFLUENCER POST ON INSTAGRAM ]



[ INFLUENCER IGTV POST ]



[ INFLUENCER PODCAST AD IN E-NEWSLETTER ]



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Leveraging influencers allows us to tap into their creative voice and expertise to create content that is original, unique, and inspiring for your brand.

## PROGRAM DETAILS

- Source the right influencers based on the brand's goals and provide our recommendations on which influencers we think are best
- Manage all contracting with the influencers
- Work with the influencers to ideate and concept recipes that inspire their community
- If recipes are utilized, Hoffman Media will test each recipe as if it were our own to make sure it works for the end consumer
- Manage all content development, go-to marketing timing
- The brand is sent all content for review ahead of publishing
- Provide a full result report for the influencer programs that captures engagement and reach

# bake

FROM SCRATCH®

Readers are on the hunt for holiday gifting, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *Bake from Scratch*.

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### OPPORTUNITIES

- Cooperative marketing campaigns with complementary product partners, such as 12 Days of Cookies and Holiday How-To IGTV baking classes
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts

