



**bake**  
FROM SCRATCH®  
2022 MEDIA KIT

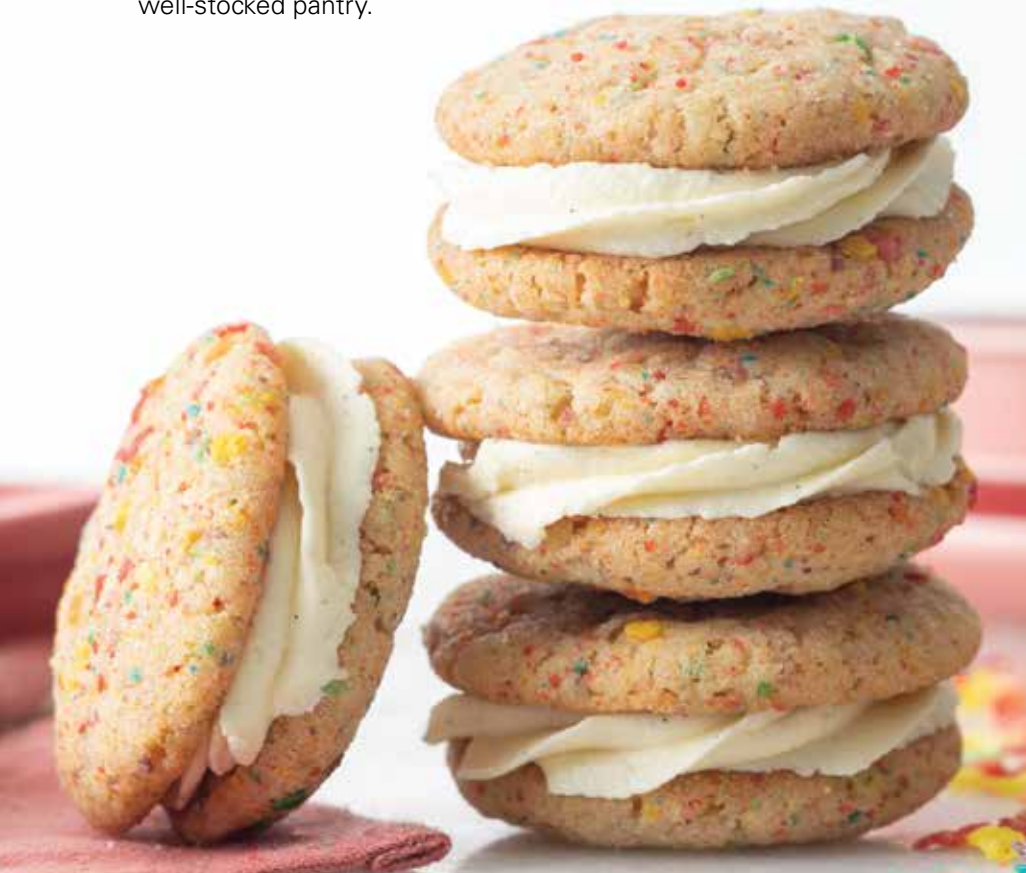
**hm**  
hoffmanmedia



# 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.



## OVERVIEW

Print

**Total Distribution** 120,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 736,266

**E-Newsletter Subscribers** 45,011

Social   

**Total Following** 858,363

**Facebook** 37,287

**Instagram** 810,414

**Pinterest** 10,662



Sources - Print: Publisher's 2021 Statement of Ownership; Digital and Social: Google Analytics, as of September 2021.





## AUDIENCE



[ OWN THEIR HOME ]

**85.2%**



[ FEMALE ]

**90.5%**



[ AVERAGE AGE ]

**58.6 Years**



[ MARRIED ]

**65.7%**



[ RETIRED ]

**51.9%**



[ AVERAGE HHI ]

**\$152,000**



**SOUTH 29%**

**WEST 30%**

**MIDWEST 21%**

**NORTHEAST 20%**

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FROM SCRATCH®

## READER STATISTICS



**99%** have taken an action as a result of reading the publication



### Loyal and Engaged

**96%** are considered regular readers (read 3 of the last 4 issues)

**88%** save the magazine for future reference

**31%** purchased a product that was advertised or written about



### In the Kitchen

**99%** like to try new recipes

**97%** are willing to pay more for quality ingredients

**95%** have baked in the past 12 months



### Influence the Decision of Others

**94%** consider themselves knowledgeable about product brands used for cooking and baking

**93%** are asked advice about cooking and baking techniques

**55%** have expert/advanced cooking and baking skills



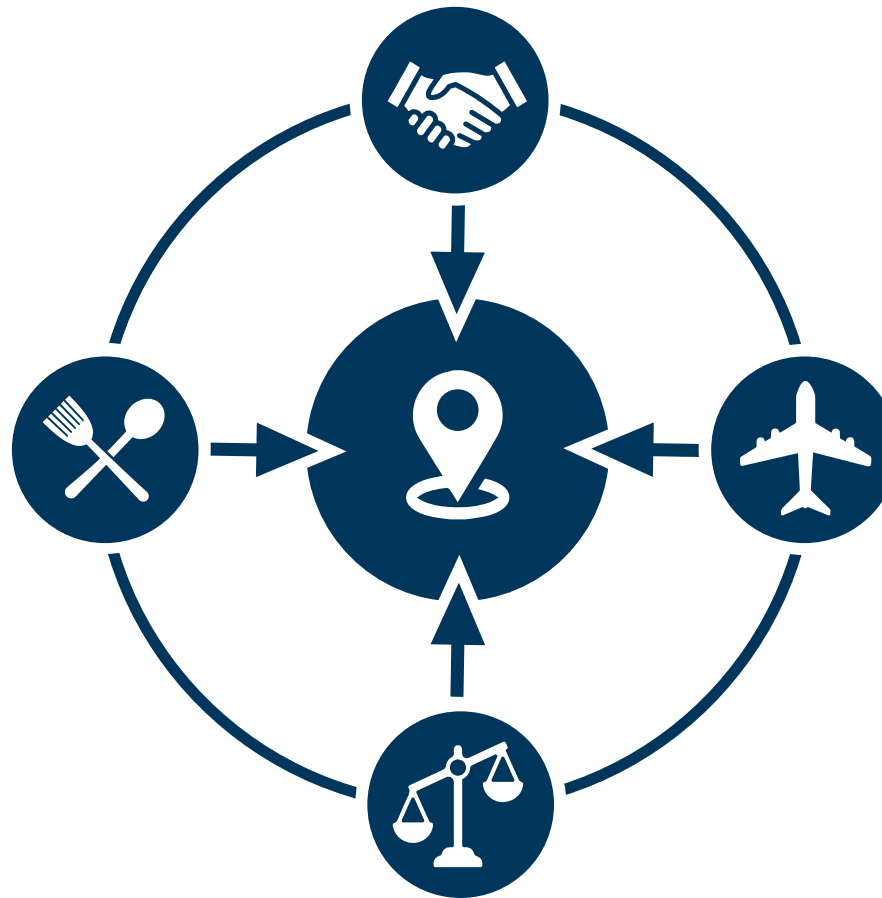
### Love to Travel

**3** vacations per year

**82%** stayed in a hotel

**6** nights away per trip

**42%** attended a culinary festival/event in past 12 months





## 2022 EDITORIAL CALENDAR

March | April

**Materials Due 12/10 | On Sale 2/22**

May | June

**Materials Due 1/18 | On Sale 4/5**

July | Aug

**Materials Due 4/8 | On Sale 6/21**

Sept | Oct

**Materials Due 5/24 | On Sale 8/9**

Nov | Dec

**Materials Due 8/9 | On Sale 10/25**

Jan | Feb 2023

**Materials Due 10/5 | On Sale 12/20**

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 2022 with our January/February issue, dedicated to comfort baking, with March/April quickly following on its heels with an ode to spring baking, from strawberries to whimsical ways to bake with cereal. May/June is our loving tribute to Americana baking, looking at the quintessentially American baking traditions in each of the

50 states. July/August has us traveling farther afield to the culinarily rich country of Italy, touching on their famous breads, cakes, and other delicious baked goods. Then we herald the peak of the baking season with our September/October issue, a fall baking extravaganza that covers every crumb of the pies, cookies, and cakes the season calls for. Finally, November/December is our first travel and holiday crossover issue, exploring the delights of the holiday season in France.

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 chemical leavens, nuts, and dairy products. In addition, every issue highlights some of the world's most exciting bakeries, hitting on urban hot spots and small-town hidden gems. This year, we plan to make stops in Philadelphia, Pennsylvania; New Orleans, Louisiana; and many more unique locations.

We've declared 2022 to be the year of baking, and we can't wait to introduce you to our amazing base of engaged home bakers.

**bake**  
FROM SCRATCH

Happy baking,

*Brian*  
Brian Hart Hoffman  
Editor-in-Chief





# PRINT MARKETING

*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** \$14,700

**Spread** \$12,600

**Cover 4** \$10,500

**Full page** \$8,400

## Digital Editions

All advertisements run on digital editions at no additional charge.

Option to include a hyperlink to direct readers to advertiser website.

## Ad Specs

**Trim Size** 9.0" x 10.875"

**Full Page** 9.25" x 11.125"  
(bleed only)

## Business Reply Card, Polybag, and Inserts

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



Frequency pricing and custom-program proposals available upon request. All rates are net.



[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]

# DIGITAL MARKETING

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

## 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

### Instagram

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

### Pinterest

- Single image, series of images, or long- or short-form video
- Link to advertiser website

### Additional Opportunities

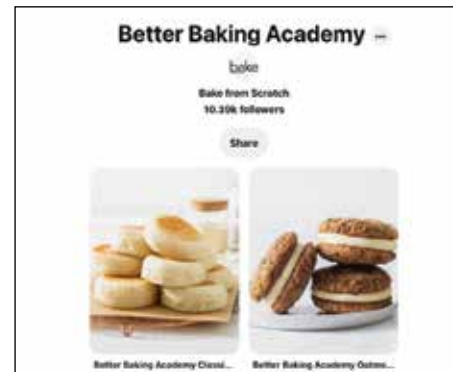
- Social Media Platform Takeover
- Influencer Network Program
- Reader Sweepstakes



[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ PINTEREST ]



[ FACEBOOK ]

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





**The Crumb** explores baking in all its forms, from the movers and shakers of the baking world to the cultures both far and wide that have shaped it. Our cohosts are none other than our editor-in-chief, Brian Hart Hoffman, and Kyle Grace Mills, our managing editor. Showcase your brand, improve authenticity and trust, and stay connected to our highly engaged baking community at home or on the go.

[Click here for episodes.](#)

## ADVERTISING PLACEMENTS OPPORTUNITIES

### Episode Sponsorship Package of *The Crumb*

- Includes 1 episode sponsorship + brand integration in podcast episode description on site, host-read pre- and post-roll sponsor message with social promotion

### Episode Sponsorship Package of *The Crumb*

- Includes brand integration into 1 or more episodes, brand integration in podcast episode description on site, host-read pre- and post-roll sponsor message, social promotion, co-branded custom email, print opportunities



### Top States Listening:

CA, CO, GA, IL, MN, NY,  
OH, PA, TX, WA



### Top Devices Used:

Apple iOS, Spotify,  
Buzzsprout Embed Player,  
Android, Apple Watch



# STORYMAKER

Over 35 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker division allows the company to become an extension of the brand teams it works with and loves. We pride ourselves on the content we create, knowing our end reader has come to expect nothing short of excellence.

Building content is no small task, and leveraging the Hoffman Media StoryMaker team allows for a seamless, turnkey experience.

<https://www.hoffmanmedia.com/storymaker/>

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## OPPORTUNITIES

Advertorial Content  
Test Kitchen Partnerships  
Recipe Development  
Food and Prop Styling  
Photography

Videography  
Custom Book Publishing  
Co-Op Partnerships  
Catalog Development  
and Production

*Pricing and custom program proposal available upon request.*





## SUBMITTED ARTWORK

### 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 social media and digital placements should be directed to **Anna Portante**, [aportante@hoffmanmedia.com](mailto:aportante@hoffmanmedia.com).

### For submitting StoryMaker materials:

Materials for StoryMaker and production schedules should be directed to **Lindsay Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).





# ADVERTISING CONTACTS

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# bake

FROM SCRATCH®



*Bake from Scratch* offers our advertising partners category-exclusive sponsorships with multiplatform 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.

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## **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.



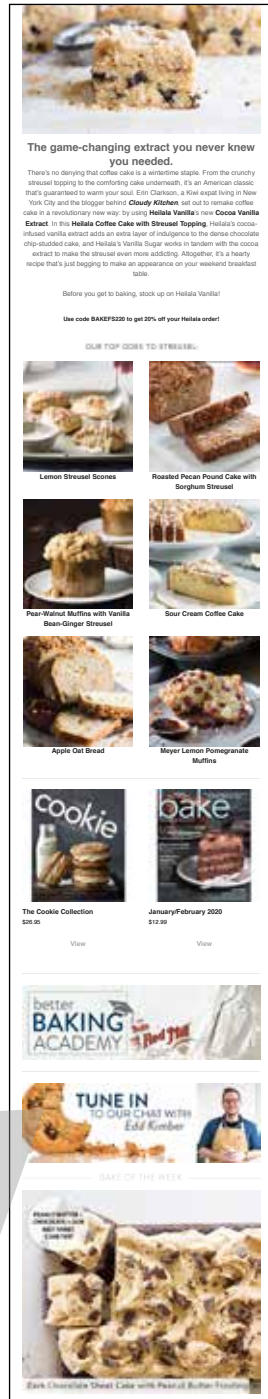
[ INFLUENCER POST ON INSTAGRAM ]



[ INFLUENCER IGTV POST ]



[ INFLUENCER PODCAST AD IN E-NEWSLETTER ]



# INFLUENCER PROGRAMS

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 that captures engagement and reach





## HOLIDAY OPPORTUNITIES

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 baking classes
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts