

# bake

FROM SCRATCH<sup>®</sup>  
2023 MEDIA KIT



# 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 Unique Visitors** 296,957

**E-Newsletter Subscribers** 67,295

Social   

**Total Following** 914,969

**Facebook** 44,8527

**Instagram** 855,746

**Pinterest** 14,696





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# 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%**

Source: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study

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## 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

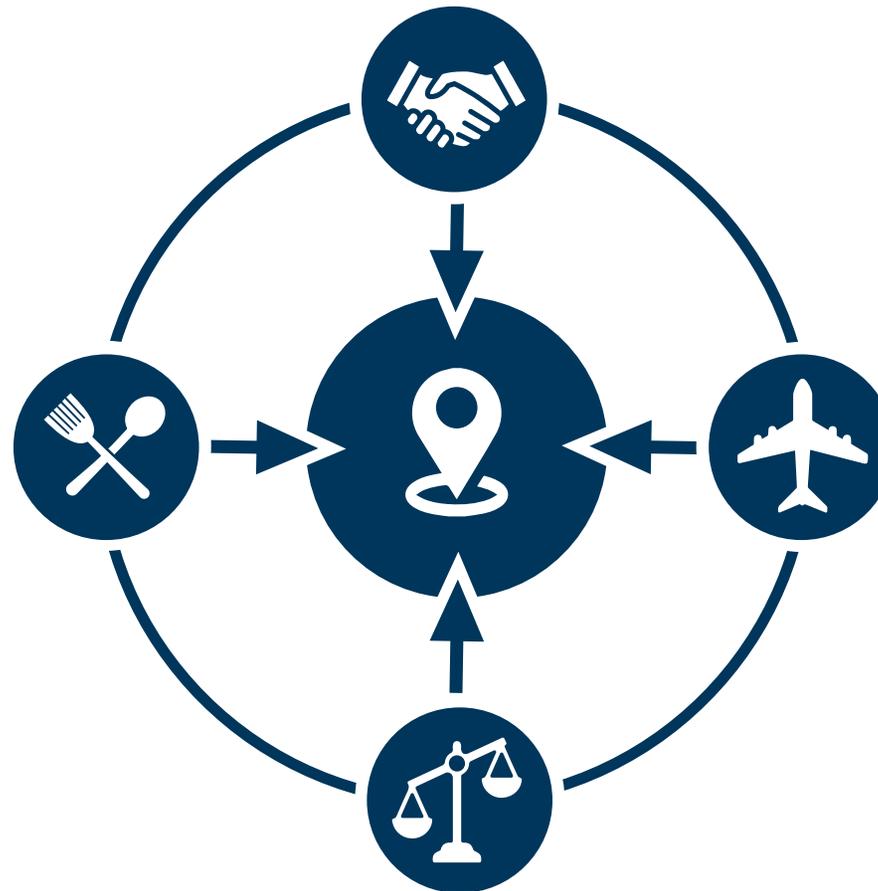
**31%** purchased a product that was advertised or written about

### **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



## 2023 EDITORIAL CALENDAR

March | April—Celebrating Spring; Greece; Easter  
**Materials Due 12/7 | On Sale 2/21**

May | June—Kick-off to Summer; South America; Stonefruit  
**Materials Due 1/13 | On Sale 4/4**

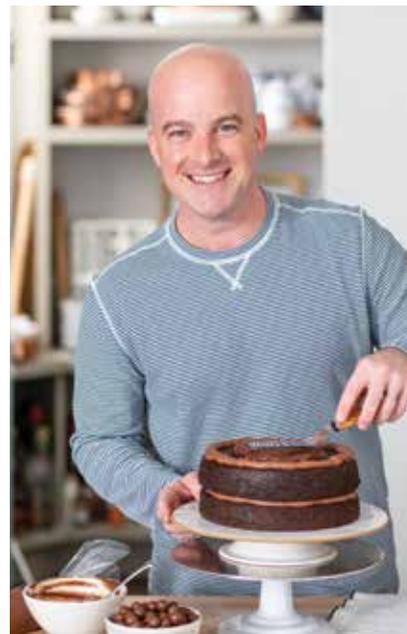
July | Aug—California; Sourdough; Almonds  
**Materials Due 4/17 | On Sale 6/20**

Sept | Oct—Fall Baking; Apples; Caramel  
**Materials Due 6/1 | On Sale 8/8**

Nov | Dec—Holiday Baking; Thanksgiving Rolls; Kringle  
**Materials Due 8/16 | On Sale 10/24**

Jan | Feb 2024  
**Materials Due 10/13 | On Sale 12/19**

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 2023 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 new ways to bake with chocolate. May/June has us traveling to San Miguel de Allende, Mexico, touching on several of its famous culinary traditions. July/August is our loving tribute to sweet summer produce, looking at the many ways to incorporate stone fruit, berries, and more into your baking. 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 an ode to all things festive, exploring the delights of the holiday season for a baker.

Each issue contains a variety of columns, like *Bakers Gonna Bake*, our roundup of exciting new baking products, cookbooks, and bakeries, and *From the Pantry*, a deep dive into fresh baking ingredients like berries, stone fruit, and citrus. 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 Los Angeles, California; New Orleans, Louisiana; and many more unique locations.

We've declared 2023 to be the year of baking, and we can't wait to introduce you to our amazing base of engaged home bakers.

Happy baking,

  
Brian Hart Hoffman  
Editor-in-Chief

**bake**  
FROM SCRATCH™



## PRINT ADVERTISING

*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.

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### Advertising Rates

**Cover 2, Page 1** \$15,435

**Spread** \$13,230

**Cover 4** \$11,025

**Full page** \$8,820

### 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.

# DIGITAL ENGAGEMENT

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 and 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.

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## 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

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

## ADVERTISING OPPORTUNITIES

### 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

For information on special digital projects, please contact [sales@hoffmanmedia.com](mailto:sales@hoffmanmedia.com).





# STORYMAKER

Throughout the past 40 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/>

## OPPORTUNITIES

- |                           |                     |
|---------------------------|---------------------|
| Advertorial Content       | Photography         |
| Book Publishing           | Videography         |
| Test Kitchen Partnerships | Events              |
| Recipe Development        | Co-Op Partnerships  |
| Food and Prop Styling     | Catalog Development |



## **SUBMITTED ARTWORK**

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

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, [klewis@hoffmanmedia.com](mailto:klewis@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 more information about advertising or custom content projects with *Bake from Scratch* or [bakefromscratch.com](http://bakefromscratch.com), please contact:**

Phone: 888-411-8995

Email: [sales@hoffmanmedia.com](mailto:sales@hoffmanmedia.com)