"Bake from Scratch" is a modern storyteller poised to enhance the consumer experience, and editor-in-chief Brian Hart Hoffman is leading the narration. Our global baking community is 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. Our readers understand that baking with quality ingredients and top-notch equipment is essential and are deeply invested in the stories about where their products originate from. 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.
### BAKE FROM SCRATCH AUDIENCE

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
<th>Source: Ruzinsky Research, Haffman Media, LLC 2021 Subscriber Study</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own their home</td>
<td>85.2%</td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>90.5%</td>
<td></td>
</tr>
<tr>
<td>Average age</td>
<td>58.6 years</td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>65.7%</td>
<td></td>
</tr>
<tr>
<td>Average household income</td>
<td>$152K</td>
<td></td>
</tr>
<tr>
<td>Average home value</td>
<td>$504.6K</td>
<td></td>
</tr>
<tr>
<td>Retired</td>
<td>51.9%</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>29%</td>
<td></td>
</tr>
<tr>
<td>West</td>
<td>30%</td>
<td></td>
</tr>
<tr>
<td>Midwest</td>
<td>21%</td>
<td></td>
</tr>
<tr>
<td>Northeast</td>
<td>20%</td>
<td></td>
</tr>
</tbody>
</table>
# Reader Insights

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>99%</td>
<td>Have taken an action as a result of reading the publication</td>
</tr>
<tr>
<td>96%</td>
<td>Are considered regular readers</td>
</tr>
<tr>
<td>88%</td>
<td>Save the magazine for future reference</td>
</tr>
<tr>
<td>99%</td>
<td>Like to try new recipes</td>
</tr>
<tr>
<td>97%</td>
<td>Are willing to pay more for quality ingredients</td>
</tr>
<tr>
<td>100%</td>
<td>Are considered bakers</td>
</tr>
<tr>
<td>94%</td>
<td>Consider themselves knowledgeable about product brands used for cooking and baking</td>
</tr>
<tr>
<td>93%</td>
<td>Are asked advice about cooking and baking techniques</td>
</tr>
<tr>
<td>55%</td>
<td>Have expert/advanced cooking and baking skills</td>
</tr>
<tr>
<td>3 trips</td>
<td>Average number of vacation trips in the last two years</td>
</tr>
<tr>
<td>6.4 nights</td>
<td>Average number of nights away on vacation trips</td>
</tr>
</tbody>
</table>

Source: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study
2024 EDITORIAL CALENDAR

January / February
• THE SWEDISH ISSUE
  Materials Due 10/25/23
  On Sale 12/26/23

March / April
• SPRING CAKES,
  CHOUX-BASED PASTRIES, AND
  MACARONS
  Materials Due 12/8/23
  On Sale 2/20/24

May / June
• SUMMER BAKING
  FEATURING YEASTED
  DOUGHNUTS AND
  SANDWICH BREAD
• PRIDE
  Materials Due 1/15/24
  On Sale 4/2/24

July / August
• BAKING WITH
  SUMMER’S BEST
  PRODUCE
  Materials Due 4/8/24
  On Sale 7/2/24

September / October
• COZY FALL BAKING
  Materials Due 5/14/24
  On Sale 8/6/24

November / December
• HOLIDAY RECIPES TO
  SHARE WITH FAMILY
  AND FRIENDS
• BÛCHE DE NOËL
  Materials Due 7/26/24
  On Sale 10/22/24

*Calendar subject to change.
PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....$15,435
SPREAD..............................$13,230
COVER 4 (Back Cover)......$11,025
FULL PAGE.........................$8,820

AD SPECS

TRIM SIZE .......................9” 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.

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

SUBMITTED ARTWORK

For print advertising, please contact Kimberly Lewis, klewis@hoffmanmedia.com.
DIGITAL OPPORTUNITIES

Sponsored Newsletters
Newsletter Ads
Newsletter Mentions
Web Ads
Blog Posts

Custom Social Campaigns
Programs can include Pinterest, Instagram, and Facebook.

Digital Audience Targeting
Reach the Bake from Scratch audience with a customized digital program that targets our readers with your message during the 8+ hours a day they spend online.

*All pricing available upon request.

AUDIENCE AD SPECS

Max file size: 200KB
Acceptable file types:
.html .png .jpg .jpeg .gif .js .css

SUBMITTED ARTWORK

For digital advertising, please contact Lindsay Edmonds, ledmonds@hoffmanmedia.com.

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

CRANBERRY-SAGE FANTAILS

Elegant and deliciously buttery, these golden layered rolls will elevate any fall feast. Our dough gets its beautiful height from Platinum® Yeast from Red Star®. Their shape resembles a flower in bloom, with each petal forming a perfect pull-apart bite flecked with tart, rubied cranberries and the earthy aroma of sage.

Makes 12 rolls

3¼ to 3½ cups (406 to 437 grams) all-purpose flour, divided

3 tablespoons (36 grams) granulated sugar

1 tablespoon (9 grams) plus ¼ teaspoon kosher salt, divided

1 (0.25-ounce) package (7 grams) Platinum® Yeast from Red Star®

½ teaspoon (1.5 grams) poultry seasoning

¼ teaspoon (1.25 grams) baking soda

¾ cup (180 grams) plus 1 tablespoon (15 grams) water, divided

½ cup (120 grams) sour cream

8 tablespoons (113 grams) unsalted butter, cubed and divided

⅓ cup (9 grams) plus 1 tablespoon (2 grams) finely chopped fresh sage, divided

½ cup (68 grams) dried cranberries, chopped

1 large egg (50 grams)

1. In the bowl of a stand mixer, whisk together 1 cup (125 grams) flour, sugar, 1 tablespoon (9 grams) salt, yeast, poultry seasoning, and baking soda by hand.

2. In a medium saucepan, heat ¾ cup (180 grams) water, sour cream, and 3 tablespoons (42 grams) butter over medium-low heat, stirring frequently, until butter is melted and an instant-read thermometer registers 120°F (49°C) to 130°F (54°C). Add sour cream mixture to flour mixture; using the paddle attachment, beat at medium-low speed until combined, about 1 minute, stopping to scrape sides of bowl. With mixer on low speed, gradually add 2¼ cups (281 grams) flour and ⅓ cup (9 grams) sage, beating just until combined and stopping to scrape sides of bowl.

3. Switch to the dough hook attachment. Beat at medium-low speed until a soft, somewhat sticky dough forms, 12 to 14 minutes, stopping to scrape sides of bowl and dough hook; add up to remaining ¼ cup (31 grams) flour, 1 tablespoon (8 grams) at a time, if dough is too sticky. (Dough will mostly pull away from sides of bowl). Turn out dough onto a lightly floured surface, and shape into a smooth round.

4. Lightly oil a large bowl. Place dough in bowl, turning to grease top. Cover and let rise in a warm, draft-free place (75°F/24°C) until doubled in size, 30 to 45 minutes.

5. Punch down dough; cover and let stand for 10 minutes.

6. Spray a 12-cup muffin pan with baking spray with flour.

7. In a small microwave-safe bowl, heat remaining 5 tablespoons butter (71 grams) on high in 10-second intervals until melted.

8. Divide dough in half. On a lightly floured surface, roll half of dough into a 12-inch square. (Keep remaining dough covered with plastic wrap.) Brush 1 tablespoon (14 grams) melted butter onto dough. Cut dough into 12 (6x2-inch) strips. Sprinkle ¼ cup (34 grams) cranberries onto 10 dough strips. Stack 5 strips with cranberries, cranberry side up, on top of each other; place 1 plain strip, butter side down, on top. Repeat with remaining 6 strips of dough. Using a floured serrated knife, cut each stack of dough crosswise into 3 (2-inch) squares. Place dough squares, cut side up, in prepared muffin cups. Repeat procedure with remaining dough, 1 tablespoon (14 grams) melted butter, and remaining ¼ cup (34 grams) cranberries. Loosely cover dough with plastic wrap, and let rise in a warm, draft-free place (75°F/24°C) until dough fills cups, 15 to 25 minutes.

9. Preheat oven to 375°F (190°C).

10. In a small bowl, whisk together egg and remaining 1 tablespoon (15 grams) water; brush onto dough.

11. Bake until lightly browned, 12 to 15 minutes. Let cool in pan on a wire rack for 10 minutes. Stir remaining 1 tablespoon (2 grams) sage into remaining melted butter; brush onto warm rolls. Serve warm.

Pricing and custom program proposals available upon request.

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.

www.hoffmanmedia.com/storymaker/

OPPORTUNITIES

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

Pricing and custom program proposals available upon request.