



2024 MEDIA KIT

bake
FROM SCRATCH

hoffmanmedia



Print

Total Distribution

110,000

Frequency 6x

Digital

Average Monthly

Page Views 276K

Social

 **Facebook** 109K

 **Instagram** 862K

 **Pinterest** 15K

Total Following 987K

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.



Sources – Print: Publisher's 2023 Statement of Ownership;
Digital and Social: Google Analytics, July 2023.



BAKE FROM SCRATCH AUDIENCE

OWN THEIR HOME

85.2%

AVERAGE HOUSEHOLD
INCOME

\$152K

FEMALE

90.5%

AVERAGE HOME
VALUE

\$504.6K

AVERAGE AGE

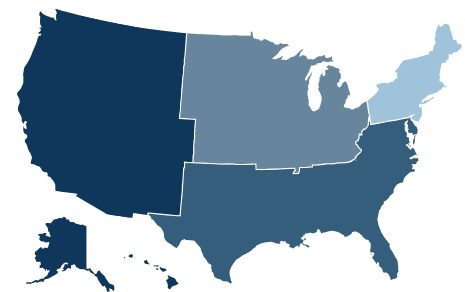
58.6 years

RETIRED

51.9%

MARRIED

65.7%



SOUTH 29%

WEST 30%

MIDWEST 21%

NORTHEAST 20%

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



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

ARE CONSIDERED
REGULAR READERS

96%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

88%

LIKE TO TRY NEW RECIPES

99%

ARE WILLING TO PAY
MORE FOR QUALITY
INGREDIENTS

97%

AVERAGE NUMBER OF
VACATION TRIPS IN
THE LAST TWO YEARS

3 trips

ARE CONSIDERED BAKERS

100%

CONSIDER THEMSELVES
KNOWLEDGEABLE
ABOUT PRODUCT
BRANDS USED FOR
COOKING AND BAKING

94%

ARE ASKED ADVICE
ABOUT COOKING AND
BAKING TECHNIQUES

93%

HAVE EXPERT/ADVANCED
COOKING AND BAKING
SKILLS

55%

AVERAGE NUMBER OF
NIGHTS AWAY ON
VACATION TRIPS

6.4 nights



2024 EDITORIAL CALENDAR

January / February

- THE SWEDISH ISSUE

Materials Due 10/25/23

On Sale 12/26/23

September / October

- COZY FALL BAKING

Materials Due 5/14/24

On Sale 8/6/24

March / April

- SPRING CAKES, CHOUX-BASED PASTRIES, AND MACARONS

Materials Due 12/8/23

On Sale 2/20/24

November / December

- HOLIDAY RECIPES TO SHARE WITH FAMILY AND FRIENDS

- BÛCHE DE NOËL

Materials Due 7/26/24

On Sale 10/22/24

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

*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.



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.

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.