

bake FROM scratch[®]

2025 Media Kit



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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 they 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.





PRINT

110,000
TOTAL DISTRIBUTION

SOCIAL

110K 
FACEBOOK

6x

FREQUENCY

858K 

INSTAGRAM

DIGITAL

279K
AVERAGE MONTHLY
WEB SESSIONS

18K 

PINTEREST

5K 

YOUTUBE

73K

E-NEWSLETTER
SUBSCRIBERS

991K

TOTAL FOLLOWING

SOURCES—Print: Publisher's 2023 Statement of Ownership;
Digital and Social: GA4 and Sprout Social, 2023-2024.

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print audience

OWN THEIR HOME

85.2%

AVERAGE HOUSEHOLD
INCOME

\$152K

FEMALE

90.5%

AVERAGE HOME
VALUE

\$504.6K

AVERAGE AGE

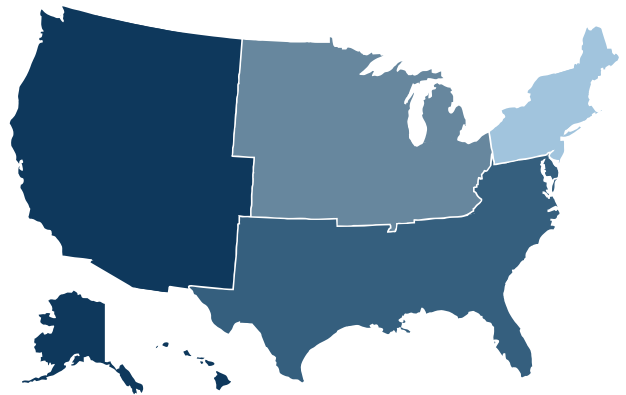
58.6 years

RETIRED

51.9%

MARRIED

65.7%



30%

west

21%

midwest

29%

south

20%

northeast

SOURCE: Ruzinsky Research, Hoffman Media, LLC Subscriber Study



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reader insights

99%

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

96%

ARE CONSIDERED
REGULAR READERS

88%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

99%

LIKE TO TRY
NEW RECIPES

97%

ARE WILLING TO PAY
MORE FOR QUALITY
INGREDIENTS

3 trips

AVERAGE NUMBER
OF VACATION TRIPS IN
THE LAST TWO YEARS

100%

ARE CONSIDERED BAKERS

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

6.4 nights

AVERAGE NUMBER
OF NIGHTS AWAY ON
VACATION TRIPS

SOURCE: Ruzinsky Research, Hoffman Media, LLC Subscriber Study

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2025 editorial calendar

*Calendar subject to change.

January / February

- **BAKING SCHOOL IN-DEPTH:** Sfogliatelle
- **GOLD STANDARD:** Fudgy Brownies
- **FROM THE PANTRY:** Semolina
- Baking with Semolina
- Culinary Travels Through the Amalfi Coast of Italy
- Tiramisù Charlotte Cake and Cannoli Layer Cake
- Two Ways with Banana Bread

MATERIALS DUE 11/14/24 • **ON SALE** 1/7/25

March / April

- **BAKING SCHOOL IN-DEPTH:** Victorian-Style Tiered Wedding Cake
- **GOLD STANDARD:** Coconut Cake
- **ORIGIN OF A CLASSIC:** Coffee Cake
- **FROM THE PANTRY:** Buttercreams
- **FROM THE TEST KITCHEN:** Cake-Baking 101
- Baking with Strawberries

MATERIALS DUE 1/17/25 • **ON SALE** 3/11/25

May / June

- **BAKING SCHOOL IN-DEPTH:** Strudel
- **ORIGIN OF A CLASSIC:** Sachertorte
- **FROM THE PANTRY:** Saffron
- **FROM THE TEST KITCHEN:** Gluten-Free Flours
- Baking with Blueberries and Stone Fruit
- Culinary Travels Along the Danube River

MATERIALS DUE 3/14/25 • **ON SALE** 5/6/25

July / August

- **BAKING SCHOOL IN-DEPTH:** Pâte Brisée, Pâte Sablée, and Pâte Sucrée
- **FROM THE PANTRY:** Fruit Spreads
- Hawaiian Heritage Bakes
- Baking with Cherries and Peaches
- Bakery-Style Cookies
- Brunch at Wimbledon

MATERIALS DUE 5/16/25 • **ON SALE** 7/8/25

September / October

- **BAKING SCHOOL IN-DEPTH:** Caramel
- **FROM THE PANTRY:** Dried Fruit
- **GOLD STANDARD:** Scones
- **ORIGIN OF A CLASSIC:** 1-2-3-4 Cake
- Culinary Travels Through Scotland
- Baking with Tea + Tea Pairings

MATERIALS DUE 7/18/25 • **ON SALE** 9/9/25

November / December

- **BAKING SCHOOL IN-DEPTH:** Tempering Chocolate
- **FROM THE PANTRY:** Black Cocoa Powder
- **GOLD STANDARD:** Devil's Food Cake
- **ORIGIN OF A CLASSIC:** Gâteau Basque
- Holiday Bake and Cocktail Pairings
- New Ways with Royal Icing
- Fruitcake

MATERIALS DUE 9/9/25 • **ON SALE** 11/4/25

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print advertising

ADVERTISING RATES

COVER 2 (Inside Front).....	\$16,824
SPREAD	\$14,421
COVER 4 (Back Cover).....	\$12,017
FULL PAGE.....	\$9,614

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.

ADVERTISING INFORMATION

For advertising questions, please contact
Amy Robertson, arobertson@hoffmanmedia.com.





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digital opportunities

Sponsored Newsletters

Newsletter Ads

Newsletter Mentions

Web Ads

Blog Posts

Social Posts, Reels & Stories

Collaborative and dark ad options available.

Custom Social Campaigns

Programs can include Pinterest, Instagram, Facebook, and YouTube.

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.

DIGITAL AD SPECS

Max file size: 200KB

Acceptable file types:

.html .png .jpg .jpeg .gif .js .css

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

BRAND PARTNERSHIPS

*For more information, please contact
Lindsay Edmonds, ledmonds@hoffmanmedia.com.*



STORYMAKER

Throughout the past 40-plus 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.

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.

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