

# bake FROM scratch<sup>®</sup>

2025 Media Kit



# 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 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.



“*Bake 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 into passionate devotion. We deliver the content our readers deserve—each issue features tested recipes, stunning photography, and in-depth coverage of the bakers, bakeries, brands, and baking destinations the community should know.”

—BRIAN HART HOFFMAN,  
*editor-in-chief*



**PRINT**

**110,000**  
TOTAL DISTRIBUTION

**SOCIAL**

**110K**   
FACEBOOK

**6x**

FREQUENCY

**858K** 

INSTAGRAM

**DIGITAL**

**279K**  
AVERAGE MONTHLY  
WEB SESSIONS

**18K** 

PINTEREST

**73K**

E-NEWSLETTER  
SUBSCRIBERS

**5K** 

YOUTUBE

**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

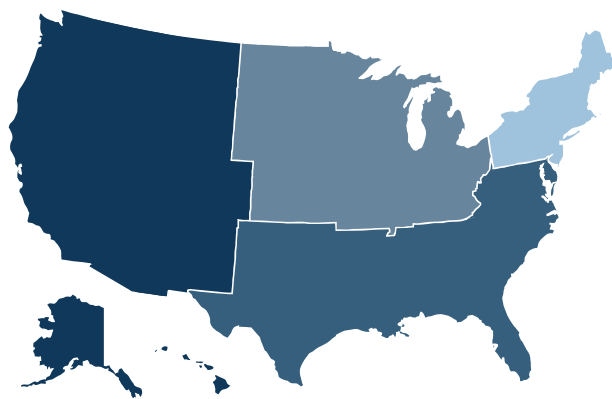
**58.6 years**

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

**100%**

ARE CONSIDERED BAKERS

**96%**

ARE CONSIDERED  
REGULAR READERS

**94%**

CONSIDER THEMSELVES  
KNOWLEDGEABLE  
ABOUT PRODUCT  
BRANDS USED FOR  
COOKING AND BAKING

**88%**

SAVE THE MAGAZINE  
FOR FUTURE REFERENCE

**93%**

ARE ASKED ADVICE  
ABOUT COOKING AND  
BAKING TECHNIQUES

**99%**

LIKE TO TRY  
NEW RECIPES

**55%**

HAVE EXPERT/ADVANCED  
COOKING AND  
BAKING SKILLS

**97%**

ARE WILLING TO PAY  
MORE FOR QUALITY  
INGREDIENTS

**6.4 nights**

AVERAGE NUMBER  
OF NIGHTS AWAY ON  
VACATION TRIPS

**3 trips**

AVERAGE NUMBER  
OF VACATION TRIPS IN  
THE LAST TWO YEARS

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:** Coffee Cake
- **ORIGIN OF A CLASSIC:** Baumkuchen
- **FROM THE PANTRY:** Buttercreams
- **FROM THE TEST KITCHEN:** Cake-Decorating 101
- Baking with Strawberries

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

### May / June

- **BAKING SCHOOL IN-DEPTH:** Sachertorte
- **GOLD STANDARD:** Dinner Rolls
- **ORIGIN OF A CLASSIC:** Makowiec (Poppy Seed Roll)
- **FROM THE PANTRY:** Poppy Seeds
- **FROM THE TEST KITCHEN:** Gluten-Free Flours
- Baking with Blueberries
- Culinary Travels Along the Danube River

**MATERIALS DUE** 3/19/25 • **ON SALE** 5/6/25

### July / August

- **BAKING SCHOOL IN-DEPTH:** Pâte Brisée, Pâte Sablée, and Pâte Sucrée
- **FROM THE PANTRY:** Fruit Spreads
- **GOLD STANDARD:** Chocolate Chip Cookies
- **ORIGIN OF A CLASSIC:** Malasadas
- Hawaiian Heritage Bakes
- Baking with Cherries and Peaches
- Bakery-Style Cookies

**MATERIALS DUE** 5/21/25 • **ON SALE** 7/8/25

### September / October

- **BAKING SCHOOL IN-DEPTH:** Apple Strudel
- **FROM THE PANTRY:** Baking with Dairy
- **GOLD STANDARD:** Pound Cake
- **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 + 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

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

### AD SPECS

<b>TRIM SIZE</b> .....	9" x 10.875"
<b>FULL PAGE</b> .....	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](mailto: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.

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## BRAND PARTNERSHIPS

*For more information, please contact  
Lindsay Edmonds, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).*

 **hoffmanmedia**





# 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](http://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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[bakefromscratch.com](https://bakefromscratch.com)

