

bake FROM scratch[®]

2026 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. 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



audience



PRINT

120,000

TOTAL DISTRIBUTION

6X FREQUENCY



DIGITAL

1.3M

TOTAL

1.45M

SOURCES

Print: Publisher's 2025 Statement of Ownership
Digital: GA4, HubSpot and Meta, 2025

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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

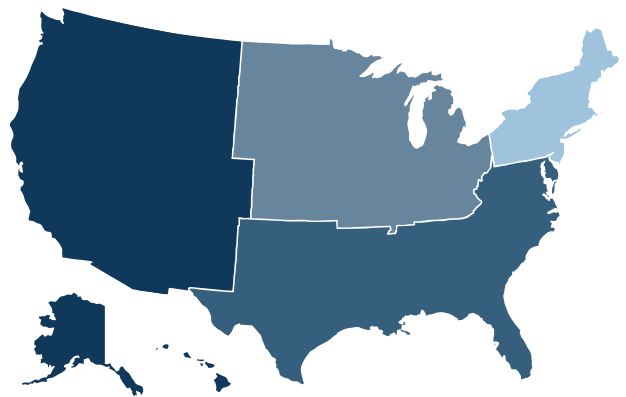
58.6

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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2026 editorial calendar

*Calendar subject to change.

JANUARY / FEBRUARY

- Culinary Travels Through Japan
- Japanese Tea Experiences
- **BAKING SCHOOL IN-DEPTH:** Japanese Castella Cake
- **FROM THE PANTRY:** Rice Flour
- 5 Ways with Banana Bread

MATERIALS DUE 11/17/25 • **ON SALE** 1/6/26

MARCH / APRIL

- Lamination Methods for Pastry
- **BAKING SCHOOL IN-DEPTH:** Danish
- Repurposing Pastry Scraps
- Baking with Salted Butter
- 5 Ways with Brownies

MATERIALS DUE 1/12/26 • **ON SALE** 3/17/26

MAY / JUNE

- Fast-Fix Baking Methods, Equipment, and Ingredients
- Baking with Cottage Cheese
- Single-Rise Bakes
- Department Store Recipes
- Cookbook-Centric Bookstores and Websites

MATERIALS DUE 3/10/26 • **ON SALE** 5/12/26

JULY / AUGUST

- Oil Cakes
- Overnight Batters
- Baking for a Lifetime: Adaptive Baking Tools and Equipment
- **FROM THE TEST KITCHEN:** All About Buttermilk
- 5 Ways with Square Baking Pans

MATERIALS DUE 5/4/26 • **ON SALE** 7/7/26

SEPTEMBER / OCTOBER

- **FROM THE TEST KITCHEN:** All About Yeast
- **GOLD STANDARD:** Biscuits
- Baking with Sourdough Starter
- Gluten-Free Flours
- 5 Ways with Biscuit Dough

MATERIALS DUE 7/6/26 • **ON SALE** 9/8/26

NOVEMBER / DECEMBER

- **GOLD STANDARD:** White Layer Cake with White Frosting
- Bake-it-Your-Own Holiday Breads
- Modern Versions of Retro Desserts
- Baking with Frozen Fruit
- 5 Ways with Sugar Cookies

MATERIALS DUE 8/31/26 • **ON SALE** 11/3/26



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print advertising

ADVERTISING RATES

COVER 2 (Inside Front).....	\$17,017
SPREAD	\$14,587
COVER 4 (Back Cover).....	\$12,155
FULL PAGE.....	\$9,724

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 more information, 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, contact Lindsay Edmonds
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



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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