

Allrecipes

EDITORIAL MISSION

Allrecipes magazine sifts through and **serves up the best recipes from Allrecipes.com, the world's largest online community of cooks.** Combining our digital insights and editorial expertise, we share recipes from the people, for your people—with ratings, reviews and motivation to make it your own.



AUDIENCE

Reaches over **8MM** cooking enthusiasts!

RESPONSE

70% made a direct purchase in the past year

SPENDING

Spent nearly **\$3 billion** on direct purchases in the last year

ENGAGEMENT

65% took action as a result of reading an ad



AUDIENCE PROFILE

1,350,000 (EFF. FEB/MAR)

1,400,000 (EFF. SEPT/OCT)

RATE BASE

8,189,000

READERSHIP

6 TIMES A YEAR

FREQUENCY

45

MEDIAN AGE

\$80,028

MEDIAN HOUSEHOLD INCOME

68%

OWN HOME

\$205,221

MEDIAN HOME VALUE

82:18

FEMALE:MALE RATIO

SOURCE: MRI Fall 2016; MRI Starch 2016; December 2016 AAM Statements

