



RATEBASE: 1,400,000
FREQUENCY: 6 TIMES A YEAR

EDITORIAL MISSION

We know what you're searching for. In a world of unlimited recipe choices, *Allrecipes* magazine sifts through and serves up the best 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. It's guaranteed that when you cook what they cook, you'll get your own 5-star reviews.

AUDIENCE PROFILE

Readership	7,915,000	Took action as a result of reading an ad	62%
Median Age	47 years	Subscription:Newsstand Ratio	100:0
Median Household Income	\$77,457		
Own Home	70%		
Median Home Value	\$237,574		
Female:Male Ratio	81:19		

Source: MRI Doublebase 2018; MRI Starch 2017; June 2018 AAM Statements

