



**RATEBASE:** 1,500,000  
**FREQUENCY:** 6 TIMES A YEAR

### EDITORIAL MISSION

*Allrecipes* magazine serves up the seasonal best of Allrecipes.com, the recipe home of the world's largest online cooking community, and celebrates the creativity and wisdom of diverse home cooks everywhere. With trusted recipes, mouthwatering photography, and tips from real home cooks, we give readers the confidence to stir up something new—and inspiration for a more delicious life.

### AUDIENCE PROFILE

|  |           |
|--|-----------|
| Readership                               | 8,792,000 |
| Median Age                               | 50 years  |
| Median Household Income                  | \$78,359  |
| Own Home                                 | 69%       |
| Median Home Value                        | \$266,494 |
| Female:Male Ratio                        | 76:24     |
| Took action as a result of reading an ad | 58%       |
| Subscription:Newsstand Ratio             | 98:2      |

