

# FOOD&WINE

**RATEBASE:** 925,000

**FREQUENCY:** 11 TIMES A YEAR

## EDITORIAL MISSION

For more than 40 years, from classic to cutting-edge, *Food & Wine* has defined the American epicurean experience. With the confidence of undisputed global authority among consumers and the culinary trade, we inspire and empower our wine and food obsessed community to discover, create, and devour the best in food, drink, travel, and home.

## AUDIENCE PROFILE

Readership	7,065,000
Median Age	48 years
Median Household Income	\$91,674
Own Home	66%
Median Home Value	\$337,382
Female:Male Ratio	64:36
Took action as a result of reading an ad	66%
Subscription:Newsstand Ratio	99:1

Source: MRI-Simmons DoubleBase 2021; MRI Starch 2019;  
June 2021 AAM Statements

