In an online world filled with endless options, we give her dependable recipes and DIY content she can count on.

**EAT**
Incorporate your brand into original recipes developed and tested by our chefs in the test kitchens.

**SIP**
Our mixologist will shake up one-of-a-kind cocktails and drinks using your brand.

**CREATE**
Include your product in original how-to projects, kids crafts and printables made by our design team.

**VIDEO**
Integrate your brand within our how-to videos, fully produced in-house.
OUR REACH

- **400,000**
  - Monthly Unique Users

- **1,200,000**
  - Monthly Page Views

- **60%**
  - Mobile Traffic

**24,000,000**

- Monthly Social Media Reach
  - **290K+** (Facebook)
  - **20K+** (Pinterest)
  - **62K+** (Twitter)
  - **23K+** (Instagram)
  - **2M+**
MEET OUR AUDIENCE

Top Interests
- Food & Drink: 8x
- News: 6x
- Arts & Entertainment: 5x
- Beauty & Fitness: 5x
- Shopping: 4x

Affinity Index
- Male
- Female
- <18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
- No Kids
- Has Kids
- $0-50K
- $50-100K
- $100-150K
- $150K+
- No College
- College
- Grad School

US Average
OUR COMMUNITY IS ENGAGED

We've built a community of makers who love to share.
CUSTOM CHANNEL

Custom Landing Page
Brand Integration
Sponsor Logo & Link
Custom Skin & 100% SOV
ATF Native Promotional Placement Across Site
Driving Users to the Custom Channel
Newsletter & Co-branded Promotion
Social Promotion
Downloadable & Printable Cookbook
ATF Native Placement within Custom Channel
Driving Users to the Custom Cookbook

Mock up image for demonstration purpose only
SPONSORED RECIPES

SPONSORED CONTENT

Brand Integration within Recipes
Sponsor Logo & Link
Social Media Promotion
Co-branded Promotion
Newsletter Promotion
Homepage Roadblock (Days TBD)
Native Placement Driving Users to Custom Cookbook/Content

Branded Banner
728x90, 970x90, 970x250, 970x66
100% SOV

Mock up image for demonstration purpose only
CUSTOM BRANDED COOKBOOK

Downloadable & Printable Cookbook
Native Placement within Custom Channel Driving Users to the Branded Cookbook
Brand Integration within Recipes
Sponsor Logo

Mock up image for demonstration purpose only
SPONSORED CONTENT & CUSTOM VIDEO DEMONSTRATIONS

CUSTOM VIDEOS

- Custom Recipes with Video Demos
- Product Placement in Videos
- Pre Roll (10-30 sec)
- Sponsor Logo at End of Videos

Mock up image for demonstration purpose only
CUSTOM ADVERTORIAL & GIVEAWAY

FAVE ADVERTORIAL & GIVEAWAY

- Custom Advertorial
- Sponsor Link & Logo
- Beautiful Photo Series
- Optional Giveaway (Prizing TBD)
- Custom Hashtag for Entries
  #SPONSORGiveaway
- Social & Co-branded Promotion
- Newsletter Promotion

Mock up image for demonstration purpose only
Supporting Media

Display 728x90, 970x90, 300x250, 160x600, 300x600

Tablet & Mobile Media

IAB Rising Star Capabilities

Branded Banner
728x90, 970x90, 970x250, or 970x66
100% SOV

Branded Banner
300x250 or 300x600
100% SOV
THANK YOU!

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