MyRecipes, home to 65,000+ recipes from America’s favorite brands—AllYou, Coastal Living, Cooking Light, Food & Wine, Health, Real Simple, Southern Living, and Sunset—puts the consumer at the center of everything we do.

we inspire her with eye-catching photography and professionally curated recipe collections built around her real life demands.

we assure her that recipes will come out right, backed by the expertise of 50 food editors, 25 test kitchens, and 8 registered dietitcians, plus culinary experts, nutritionists, food scientists and chefs.

we make it easy for her with smart personalization tools, extensive search capabilities and on-the-go mobile access with optimized navigation.
MyRecipes offers a variety of innovative sponsorship opportunities including:

- Custom sponsorships with sponsor integration
- Interactive tools with sponsor integration
- Editorial sponsorships including daily and weekly franchises
- Recipe integration
- Homepage roadblocks
- High impact rich media-enabled ad units
  - Pushdowns
  - Synched ads
  - Peelbacks
  - Wallpaper skins and brandscapes
- Video pre-roll
- Targeted media including demographic and behavioral targeting
- Dedicated sponsor e-blasts
- Mobile WAP site
- iPad App – MyRecipes Daily Indulgence
ADVERTISING SPECIFICATIONS

View Online:
direct2time.timeinc.com/online/prop/myrecipes/

ADVERTISING GUIDELINES

• Inventory subject to change and is based upon availability at time of commitment
• Opportunities available on a first-come, first-served basis
• Rich Media executions may incur additional fees
consumer profile

DEMOGRAPHICS
• 66% Women
• 78% Attended college+*
• 45% Have kids
• 42 Median Age
• $87,289 Median HHI
• 51% Homeowners*

FOOD ENTHUSIASTS*
• 74% are primary shoppers
• 47% more likely to search for health or organic foods online**
• 45% more likely to search for gourmet food online**
• 33% more likely to search for recipes/cookbooks online**
• 32% more likely to frequently provide advice on food & beverage

Source: comScore Multi-Platform, October 2015; *PlanMetrix (desktop only), October 2015
** in the last 30 days
SITE TRAFFIC

Top 5 food site on comScore

29 million unique visitors (+26% YoY)

- Desktop: 10.6 million unique visitors
- Mobile: 20.2 million unique visitors (+48% YoY)
- 64% exclusive mobile unique visitors

205 million page views

Source: comScore Multi-Platform November 2015
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