

THE FOOD & WINE COMMUNITY



PRINT

925,000
RATE BASE

MRI

7.8MM
AUDIENCE

50
MEDIAN AGE

35/65
MEN/WOMEN

\$94K
MEDIAN HHI

3.6MM
HHI \$100K+

IPSOS

3.1MM
AUDIENCE

48
MEDIAN AGE

50/50
MEN/WOMEN

\$165K
MEDIAN HHI

DIGITAL & SOCIAL

27MM
MONTHLY PAGE VIEWS

5.5MM
MONTHLY UNIQUES

45
MEDIAN AGE

32/68
MEN/WOMEN

\$91K
MEDIAN HHI

12MM+
SOCIAL MEDIA FANS

The duplication between print and digital is **less than 3%**, providing exceptional reach.

Source: MRI Spring 2017; comScore August 2017; July 2017; Ipsos Affluent Survey Spring 2017; Social media platforms July 2017

FOOD & WINE
— UPGRADE YOUR EVERYDAY —