Mission Statement

Epicurious.com, the most award-winning digital food brand, reaches more than 12 million passionate food enthusiasts on its site every month. Through nearly a half-million recipes from premier brands in food journalism, chefs, cookbooks and users, Epicurious offers a wealth of original content, videos and tips focused on all aspects of cooking and entertaining.

The Epicurious app, with more than 10 million downloads, is available across multiple platforms, including the Apple iPad/iPhone, Amazon Alexa, and the Samsung LCD Refrigerator with Apps. Epicurious is published by Condé Nast, a division of Advance Publications, which operates in 25 countries and is the world leader in exceptional content creation.

By The Numbers*

101M
TOTAL AUDIENCE REACH*

$92K
MEDIAN HHI

223 INDEX
NET WORTH $1M+

$110B+
SPENT ON FOOD

Across Platforms*

PRINT

DIGITAL

SOCIAL

VIDEO

7M

76M

17M

64M

Tentpoles & Editorial Pillars

#Cook90

Cooking 3 meals a day, 7 days a week, is no easy task- but practice makes perfect. From the kitchen novice who is just getting started, to the experienced home cook looking for a challenge, #Cook90 leverages Epicurious’ editorial authority and inspires people to get in the kitchen, one meal (or 90) at a time.

CONTACT: Jordana Pransky, VP Revenue, The Lifestyle Collection

#COOK90: Encourages cooks around the world to make all meals at home in January—3 meals a day for 31 days.

INSTANT POT SUPER BOWL: The ultimate Super Bowl-ready Insta Pot recipes, plus tips from experts that will make you the real winner. Touchdown!

JULY

FRESHEN UP YOUR SUMMER: Turn off the oven, turn down the stove, it’s hot enough outside. We’re cooking with only the freshest ingredients, using less heat. How to eat (almost raw) without sacrificing taste.

FEBRUARY

WORLD’S SHARPEST KNIFE GUIDE: Stay sharp with these reviews, product tests, guides, and essays about the single most important tool a home cook can have: the knife.

VALENTINE’S DAY DOUBLE DINNER: A two-person, sharable dinner (and dessert!) on one, large plate.

AUGUST

50 BACK-TO-SCHOOL PRODUCTS TO GET YOUR LIFE TOGETHER: An e-commerce-driven collection of products (lunch boxes, thermoses, insulated snack bags, ice packs, bento boxes, etc.). The ultimate list for kids going back to school and their harried parents.

MARCH

102 NEW WAYS TO COOK A CHICKEN: You think you know how to make chicken? Think again. We’re bringing you new flavors and techniques that will leave guests wanting more instead of flying the coup.

SPRING HOLIDAYS: Spotlighting Orthodox Easter and Passover with menus for any table, no matter how you celebrate.

SEPTEMBER

82 THINGS TO ORGANIZE YOUR COOKING LIFE: This Spring, revise and reorganize your kitchen with these tips, must-haves, and items you should toss. Plus recipes to make the week/month/year easier, and how to set up your home kitchen like a pro.

THE SECRET OF RICE: Debunking rice myths (how you should really cook it and why you should eat it for dessert). Along the way we’ll provide global recipes, from every continent.

OCTOBER

NON-NEGOTIABLE KITCHEN PANTRY: A list of essential items, revealed one at a time by category, along with picks of which brand to buy.

GRILLING: The complete beginner’s guide. From which grill to buy to all of the (actual) utensils needed and how to take care of your equipment. This is the must-have resource. Fire not included.

NOVEMBER

SMALL PLATES SUMMER CAMP: All summer on BA.com and in the Small Plates newsletter, we’ll feature a new cooking activity to do with your kids—each activity building on the last—giving them the skills and know-how to make you dinner for a change.

WINTER HOLIDAYS: Mince Meat Pie and Figgy Pudding—we’ll tackle some of the most underwhelming seasonal dishes giving them a new twist that you’ll be proud to serve.

NEW YEARS EVE: Our resident mixologist shakes up cocktails to serve at a New Year’s Eve soirée—ones that don’t come with a hangover.