

The Ultimate Cooking Utility.

Epicurious is the most trusted and authoritative digital voice in food, offering a curated collection of what home cooks need to make right now. Through nearly a half-million recipes from premier brands in food journalism, chefs, cookbooks and users, Epicurious delivers a wealth of original content, videos and tips focused on all aspects of cooking.

Who We Reach

\$53B

SPENT ON FOOD
& RESTAURANTS

6.5M

COOK FREQUENTLY
DURING THE WEEK

41%

MORE LIKELY TO LOOK
FOR RECIPES ONLINE

\$80K

MEDIAN
HHI

Across Platforms

8.4M

DIGITAL UNIQUES

8.5M

SOCIAL FOLLOWERS

30M

VIDEO VIEWS

Editorial Tentpoles & Pillars

SMALL PLATES

So your baby loves sriracha, but your kindergartner exclusively eats plain pizza. Feeding your family is often the most important thing you do all day. You want to give them healthy meal options but you, like, have a real job and fighting your five year old isn't at the top of your to-do list? Enter Small Plates—approachable cooking inspiration that makes both kids and parents happy. Our biggest family initiative ever, Small Plates serves up a daily dose of real-life recipes and advice for families in the dinner trenches.

WELL-EQUIPPED

There's more to cooking than the ingredients: having the appropriate equipment and prep space is just as important as the perfect produce. From the special beans, makers and mugs for the perfect cup of coffee to a well-researched guide on how to kick your kitchen plastic habit, EPI provides "Well Equipped" guides for all your cooking needs. Throughout the year, we'll roll out these fan-favorite, utilitarian guides to help readers be a better cook. "Well Equipped" includes product recommendations, sale alerts, weekly product round-ups, and a dedicated newsletter.

PREP SCHOOL

From our favorite Sunday Stash recipes (read: five-ingredient make-ahead meatballs) to a meal plan for every type of eater, Epicurious will invite our audience to Industry City for intimate editor-led classes on how to prep like a pro.