

The image features three gourmet appetizers arranged on a white, scalloped-edge plate. Each appetizer is a stack of ingredients: a square of seared, crispy pork belly at the base, followed by a slice of white cheese, a layer of mustard and seed dressing, and a whole, gherkin-style pickle on top. Each stack is held together by a gold-colored metal skewer with a circular top. The background is a solid, warm gold color.

bon appétit

U.S. Media Kit
1H 2024

CONDÉ NAST



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Brand Mission

Created by and for food obsessives, Bon Appétit is the essential destination for people who live to eat: people who love to cook, restaurant enthusiasts, and anyone committed to thinking about food as a lens through which to explore the world. With a distinct and timely point of view, dynamic visuals, and rigorously tested recipes, BA entertains, inspires, and informs audiences across our many food-forward platforms.

"Food is the art form we all participate in. At every intersection of life, we connect through what we eat.

Bon Appétit creates and contextualizes food culture from a global perspective. We show audiences how food, drinks, recipes and restaurants shape our lives, our communities, and our conversations.

When we share those recipes with audiences, they, too, become part of food culture."

JAMILA ROBINSON, EDITOR IN CHIEF

85%

SAY BA GIVES THEM
COOKING IDEAS

85%

SEE BA AS A LEADER IN
CULINARY TRENDS

#1

AVG MONTHLY YT
VIEWS VS COMP SET

\$494B

SPENDING POWER

5.7M

PRINT
READERS

9.3M

AVG. MONTHLY
DIGITAL UNIQUES

17M

SOCIAL
FOLLOWERS

67M

AVG. MONTHLY
VIDEO VIEWS

MRI-Simmons Fall 2022; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2022 monthly avg.; ListenFirst, followers as of 12/31/22, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2022 monthly average; Tubular Labs, YouTube Video Views, December 2022 Competitive Set: All Recipes, Food Network, Delish, Real Simple, Food & Wine, Cooking Light; 2022 Comscore Multi-Platform / MRI-Simmons Fusion (09-22/522); MRI-Simmons, Starch August 2022

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BA56 | FEBRUARY Since we printed our first issue in 1956, the BA test kitchen has published over 15,000 recipes. It would take literal decades to cook them all. So we combed our enormous archive and curated the 56 recipes you must make this year. This digital package will launch in February and debut in our March issue.

TRAVEL | APRIL Our annual travel issue will once again take us around the world to the most exciting culinary destinations, tapping our network of food people, chefs, writers and tastemakers to show us how to eat well everywhere you go.

DRINKS | MAY This year, we're going to have an entire issue dedicated to drinks of all kinds. From our favorite cocktails, to coffee obsessions, to the latest and greatest in the wonderful world of nonalcoholic drinks, we're pouring one out for all the bevvie lovers out there.

YOUTUBE | EVERGREEN Our video channel is a core part of the Bon Appétit content ecosystem, with a robust slate of returning and new series slated for next year. From behind the scenes access to beloved restaurants across the country to reverse engineering dishes via blind taste tests to multi-level celebrity cooking channels, whether in our Test Kitchen or out in the world, Bon Appétit video is an always on platform that continuously inspires and delights our food loving audiences.

DINNER SOS PODCAST | EVERGREEN A last-minute party with no menu inspiration. A kitchen with no space. A toddler who will only eat buttered pasta. Name your dinner emergency—Bon Appétit is here to help. Dinner SOS is the podcast where we answer desperate home cooks' cries for help. In every episode, food director Chris Morocco and a rotating cast of cooking experts tackle a highly specific conundrum and present two solutions. The caller will pick one, cook through it, and let us know if we successfully helped rescue dinner.



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*Production Schedule
and Rate Cards*

FEBRUARY 2024: COZY ISSUE

CLOSE DATE: 11/15/23 ON SALE DATE: 1/9/24

MARCH 2024: BA56/

CLOSE DATE: 12/20/23 ON SALE DATE: 2/13/24

APRIL 2024: TRAVEL ISSUE

CLOSE DATE: 1/24/24 ON SALE DATE: 3/19/24

MAY 2024: DRINKS ISSUE

CLOSE DATE: 2/28/24 ON SALE DATE: 4/23/24

JUNE/JULY 2024: SUMMER ISSUE

CLOSE DATE: 4/3/24 ON SALE DATE: 5/28/24

AUGUST 2024: SPORTS ISSUE

CLOSE DATE: 5/15/24 ON SALE DATE: 7/9/24

SEPTEMBER 2024: ROMANCE ISSUE

CLOSE DATE: 6/18/24 ON SALE DATE: 8/13/24

OCTOBER 2024: THE RESTAURANT ISSUE

CLOSE DATE: 7/24/24 ON SALE DATE: 9/17/24

NOVEMBER 2024: THANKSGIVING ISSUE

CLOSE DATE: 8/28/24 ON SALE DATE: 10/22/24

DECEMBER 2024/JANUARY 2025: HOLIDAY

CLOSE DATE: 10/2/24 ON SALE DATE: 11/26/24

PRINT OPEN GENERAL RATE CARD

Page: \$104,910.80

Cover 2: \$125,890.46

Cover 3: \$110,177.56

Cover 4: \$131,119.78

*All rates are net

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