



delish

2024 MEDIA KIT

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**EVERYONE DESERVES
SOMETHING DELISH!**

DELISH welcomes all types of eaters—no matter your skill level, budget or dietary needs. We are the clever, fun friend who always has the best snacks in their cabinet, knows the most fun & random restaurants, and brings the most talked-about apps to Friendsgiving. We make complicated techniques look simple, and we make simple foods taste extra-special.

26.7MM
ONLINE

33.3MM
SOCIAL

920K
PRINT

60.9MM
BRAND FOOTPRINT

SOURCE: COMSCORE MULTI-PLATFORM AUGUST 2023; SOCIAL COMP REPORT AUGUST 2023;
2023 COMSCORE MULTI-PLATFORM MRI-SIMMONS (06-23/\$23); *GOOGLE ANALYTICS, LISTEN FIRST 2022



603MM*
VIDEO
VIEWS

THE DELISH DIFFERENCE

THRIVING

Our viral videos, engaging recipes, food news, magnetic photography and friendly attitude towards food resulted in more than **603MM video views** in 2022.



APPROACHABLE

Surprisingly familiar and accidentally educational, our content is **approachable, while still being exciting.**

Our recipes are always beautiful and delicious, but never pretentious.

INCLUSIVE

We make people feel comfortable and included. We believe food brings people together and our recipes showcase different experiences, cultures and budget levels.



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READER SNAPSHOT

PRINT

72% / 28%

Women / Men

46.3

Median Age

\$86,574

Median HHI

\$106MM

Spent on Groceries
Each Week

DIGITAL

66% / 34%

Women / Men

47.1

Median Age

\$100,715

Median HHI

\$2.7B

Spent on Groceries
Each Week

SOURCES: :COMSCORE MULTI-PLATFORM DEMOS AUGUST 2023; 2023 COMSCORE MULTI-PLATFORM MRI-SIMMONS (06-23/S23)



16MM
TOTAL SOCIAL ENGAGEMENTS
 2MM more than Allrecipes*

HIGHLY SOCIAL & ENGAGED COMMUNITY



22.0MM
 Facebook



3.1MM
 Instagram



6.4MM
 Pinterest



1.2MM
 YouTube

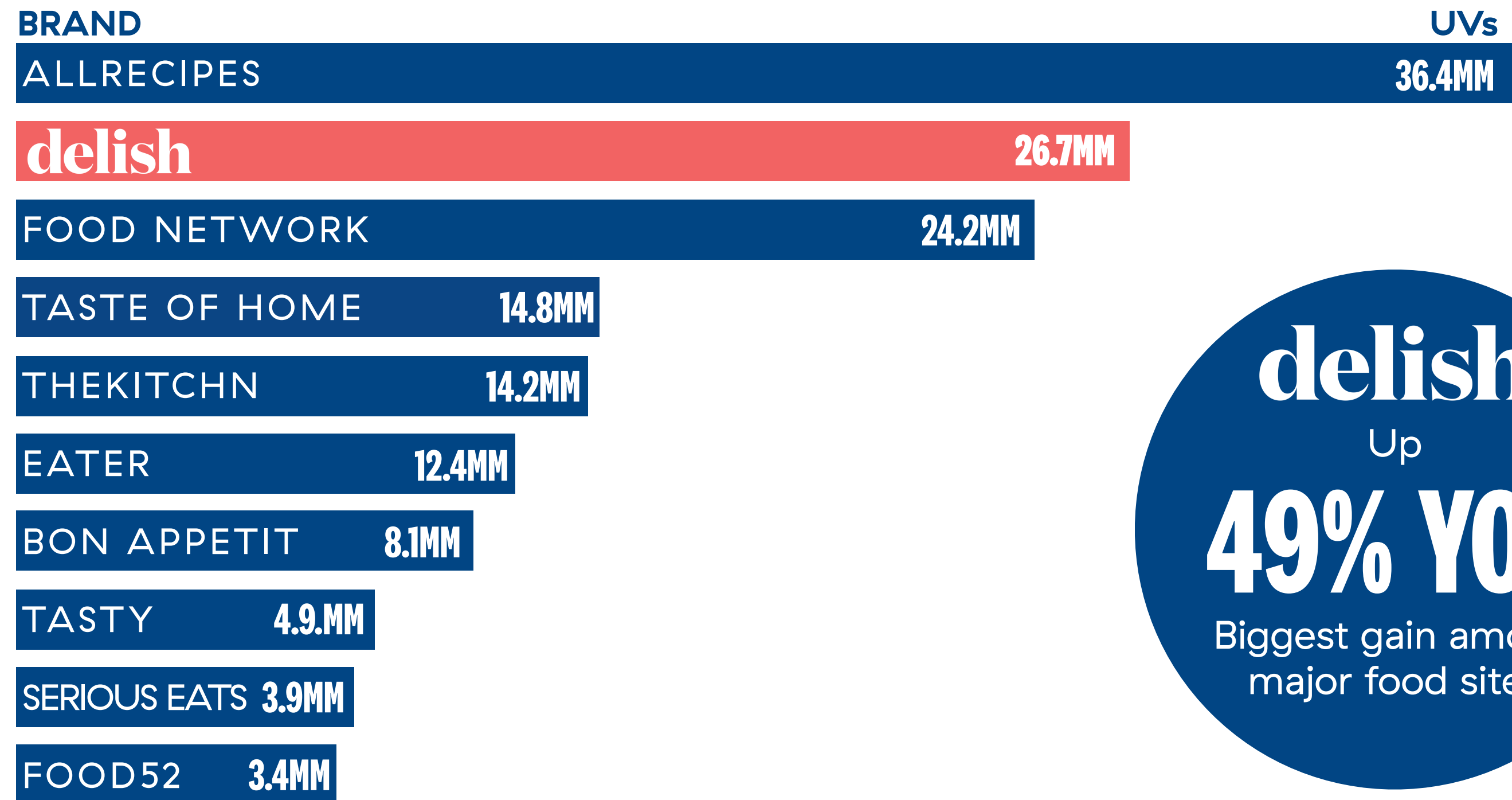


439K
 TikTok

SOURCE: SOCIAL COMP REPORT AUGUST 2023; *LISTEN FIRST JANUARY-DECEMBER 2022

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DELISH VS. THE COMPETITION



delish
Up
49% YOY
Biggest gain among
major food sites

SOURCE: COMSCORE AUGUST 2023

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CONTENT CALENDAR — 1H 2024



JANUARY

THE HEALTHIEST RECIPES FOR YOUR ZODIAC SIGN

To kick off the new year, get a month of healthy recipes based on your zodiac sign.

NEW YEAR, NEW MENU

Resolve to tackle a few of these healthy eating aspirations in the coming year with our healthy-ish recipes. From Keto dinners to good for you snacks, Delish provides ideas to eat more mindfully not just in the New Year, but all year long.



FEBRUARY

SUPER BOWL DONE RIGHT

We can all agree—whether you're in it for the sports or for the party, everyone can unite over some winning game day food.

THE LANGUAGE OF LOVE

Food is our language of love. Whether it's the perfect romantic dinner to make at home or sweet treats that go above and beyond a box of chocolates, Delish offers creative date night recipes & gift idea inspiration that delivers.



MARCH

THE FOODIES GUIDE TO WEDDINGS

From the reception to the registry, food is one of the most important elements when it comes to weddings (and in our opinion, marriage!).

EASTER

Spring has sprung, and what better way to celebrate than with an incredible Easter meal? Show-stopping dinners and adorable desserts are exactly what the bunny had in mind.



APRIL

HOW TO CLEAN HUB

With Spring's arrival, demand for cleaning content spikes. Delish gives readers the guidance they need to clean the dirtiest places in their kitchen from top to bottom.

THE SUSTAINABLE KITCHEN

US households are responsible for the largest portion of food waste. From meal planning to a guide to eating in season, we're helping our audience make smart choices this Earth Day and all year long.



MAY

BEST SANDWICHES ACROSS AMERICA

We uncover the best thing on sliced bread in each state. Plus, a social series provides a step-by-step guide on how to make our favorite sandwiches at home.

GRILL & CHILL

Start summer off right this Memorial Day: host the hottest cookout, beach day picnic, or backyard BBQ, complete with perfect apps, drinks, and desserts.



JUNE

DELISH SUMMER ROAD TRIP: AMERICA'S BEST FOOD DESTINATIONS

Summer is almost here, and we have all the food destinations that are worth the road trip.

OUTDOOR PARTIES

Give your dining room table a break and take the party outdoors. This guide is packed with genius secrets to hosting, from sides that don't spoil in the sun to no-fuss table settings to signature cocktails.

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CONTENT CALENDAR — 2H 2024



JULY

SUMMER FAVORITES

It's official: Summer is the BEST. All the greatest produce (zucchini! peaches! watermelon!) is in season, the weather is nice enough for our favorite activities, and there are tons of great food holidays too. The season's short, so enjoy it while you can!

OLYMPICS

With some Olympians consuming up to 10,000 calories a day, we meet up with this summer's hopefuls across a variety of sports to learn what they eat in a day.



AUGUST

COLLEGE TOWN FOOD AWARDS

Tailgating season is heating up and so are our grills as we hit up the campuses with the best tailgate scenes and sample their signature dishes.

GONE CAMPING

We've got all the recipes, tips, and gear to have the best camping experience. From how to build a fire (you've gotta start somewhere!) to how to make a fruit cobbler over a flame (for real!)—the great outdoors is calling!



SEPTEMBER

BACK TO SCHOOL: BEAT THE CLOCK

Delish to the rescue with the ultimate survival guide for back-to-school season with 5-minute breakfasts, lunch ideas for 5-days a week and dinner recipes that are on the table in 30-minutes.

FALL DESSERT DECADENCE

Fire up your ovens! We've spent all summer looking forward to our favorite fall flavors, but we're taking them next level with decadent pairings.



OCTOBER

MONSTER MASH MENUS

Halloween isn't just for the kiddos—be the ghost-ess with the mostest with spooky cocktails, killer Halloween appetizers, and frighteningly good Halloween dinners.

PUTTING THE BOO IN BOOZY!

Cheers to spooky season! When it's 5 pm and you need something a little stronger than a PSL, these fun fall cocktails include boozy desserts and fruity drinks inspired by your day of apple picking.



NOVEMBER

FRIENDSGIVING

Gather your squad, it's Friendsgiving season! We've got fun twists on the classics for a modern holiday spread.

SIDES WORTH SECONDS

We all know the Turkey isn't the star of the show, it's all about the sides!

MICROWAVE THE HOLIDAYS

Save space in your oven this season by making these holiday favorites in the microwave.



DECEMBER

HOLIDAY HELP HUB

What restaurants are open on Christmas? What liquor is even in Egg Nog? When something inevitably goes wrong, we've got the last-minute help for the craziest of queries on this new hub providing holiday help.

COOKIE SWAP

Whether it's an updated classic or something crazy—fun, your family's new favorite batch can be found here. Plus how to ship cookies so they stay intact and delicious.

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HANDS AND PANS VIDEOS

There is no better way to engage consumers than through Delish Recipe Videos

- Delish's engaging and shareable co-branded videos visually showcase your brand to **increase awareness and drive purchase intent**
- Shot in Delish's all-new format leveraging **split screen technology** to accentuate the deliciousness of the recipe while showcasing **step-by-step directions**. Find an example [here](#).
- VAPs accompany video content for **seamless integration** into our digital presence
- Recipes include **Shoppable Recipes functionality**
- **Leverage content on O&O properties** for up to 1 year with attribution
- Promotion via **Hearst's paid Video Distribution plan**, guaranteeing video views

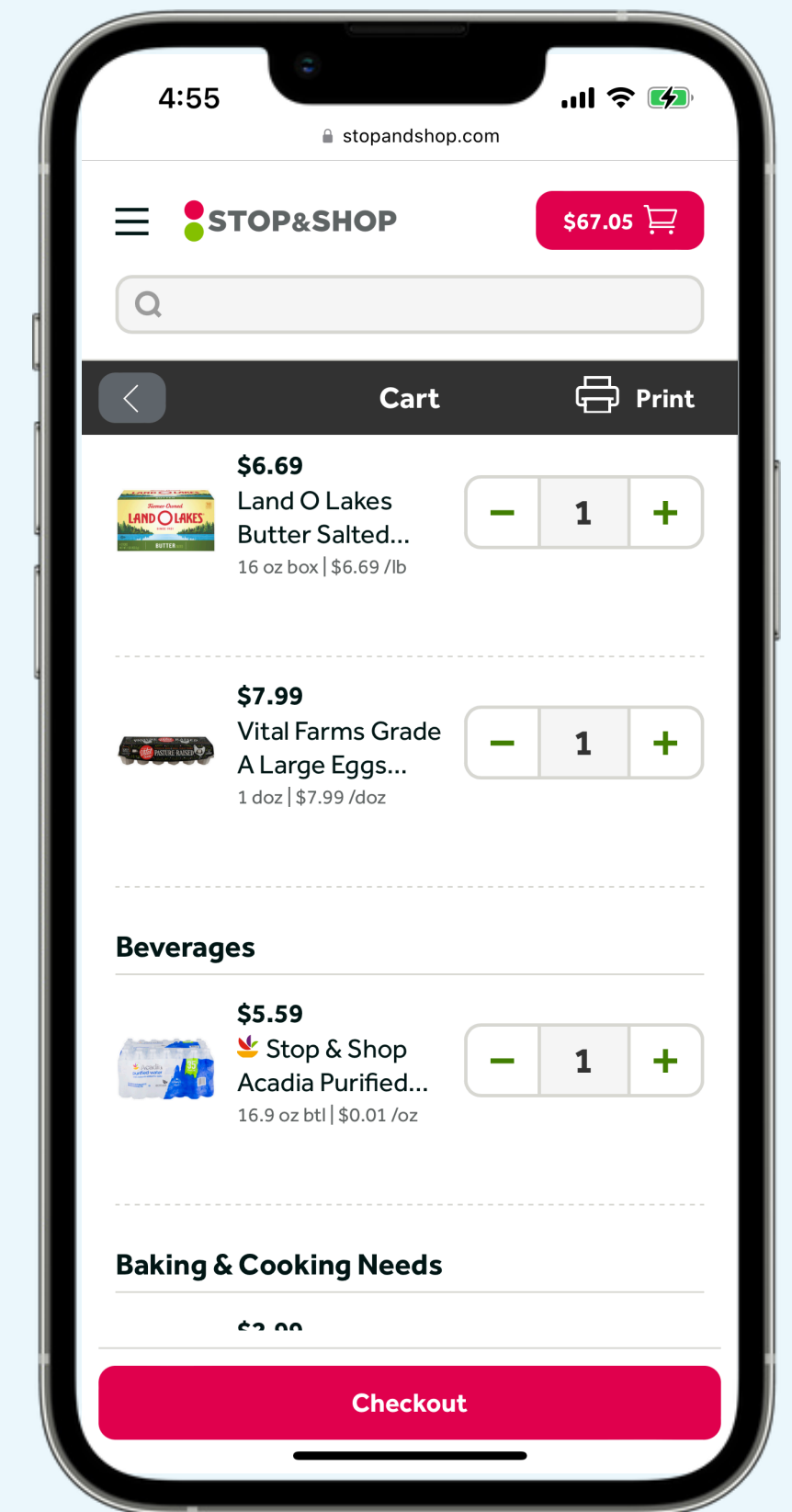
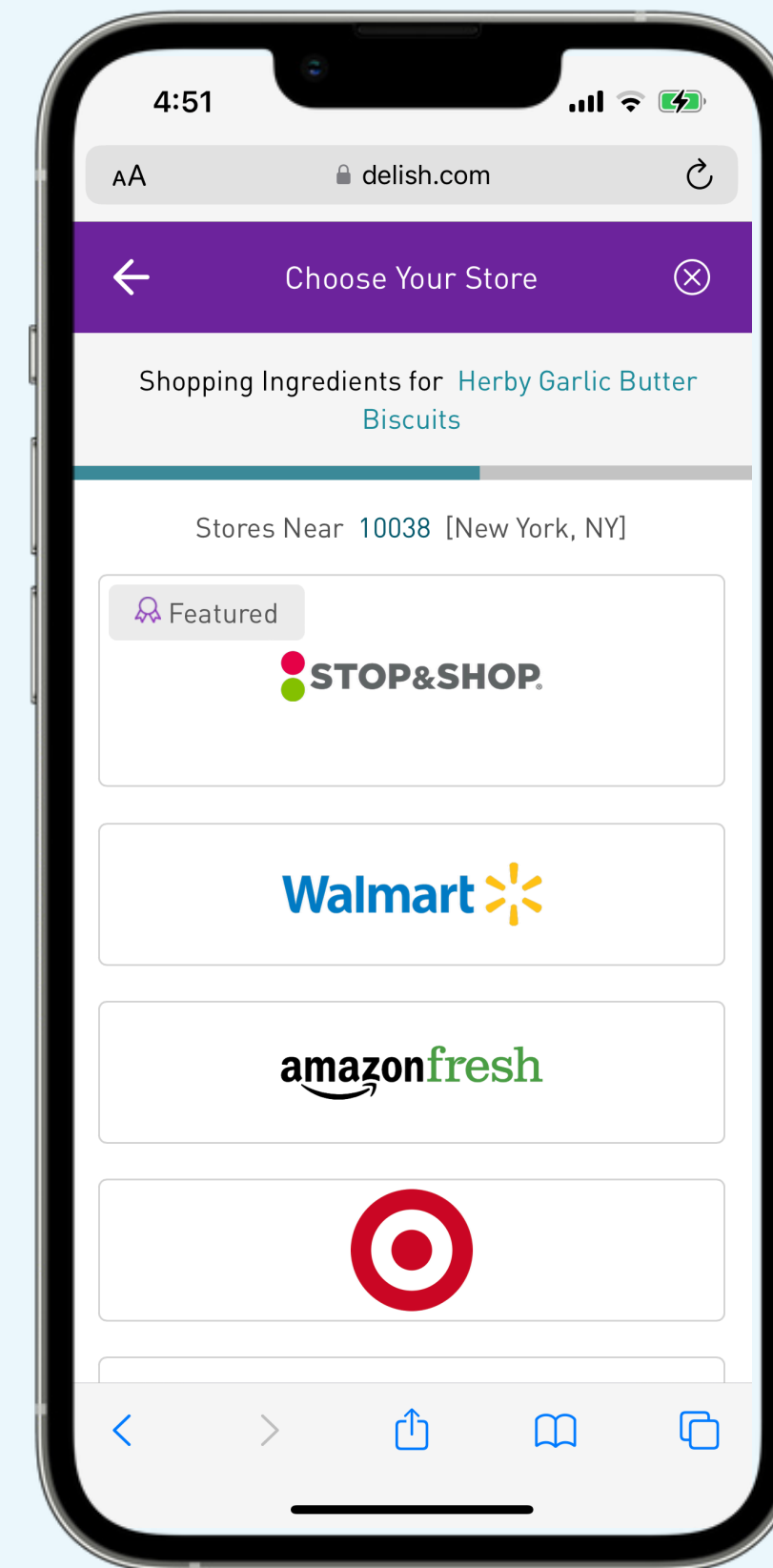
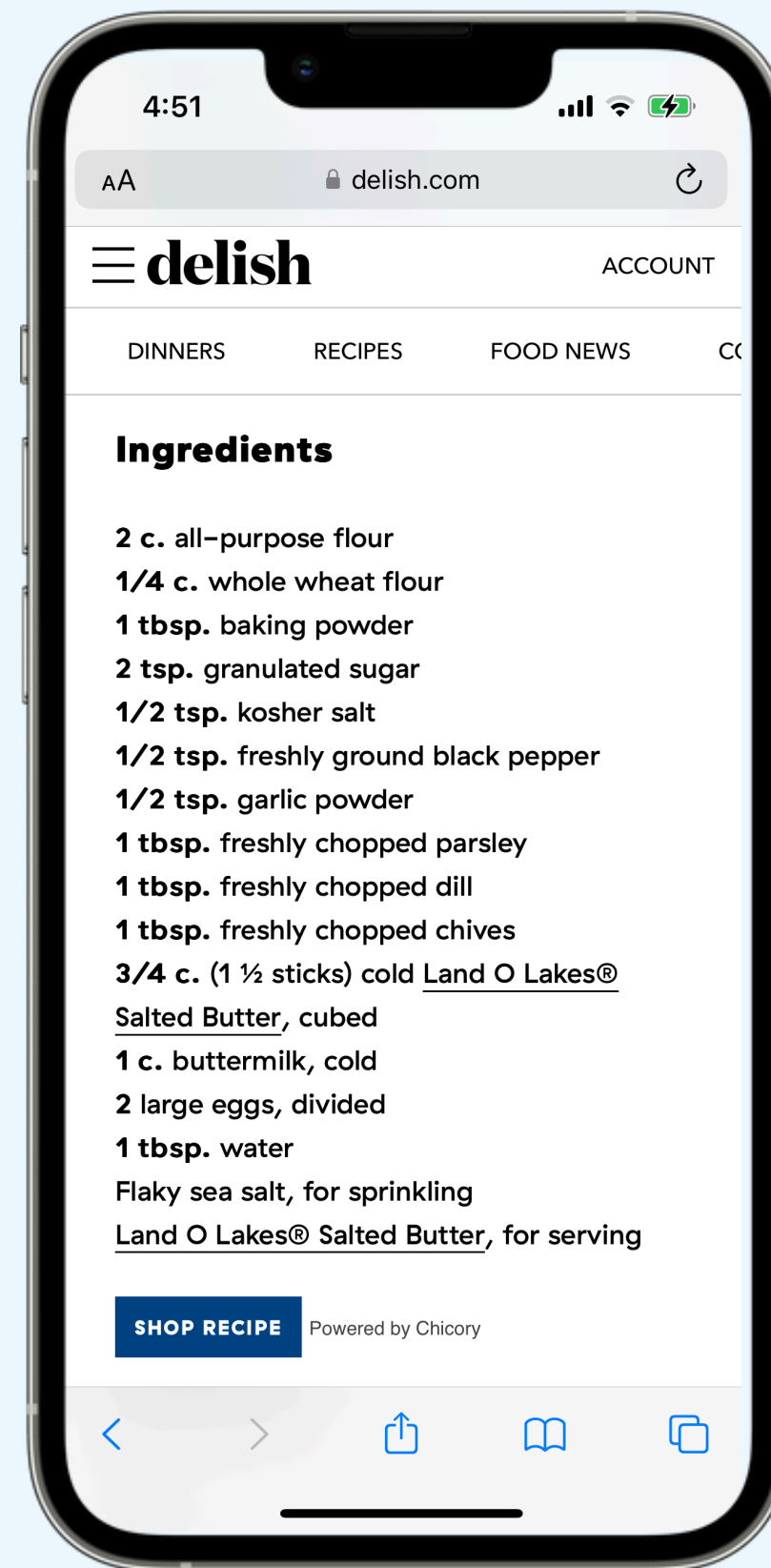
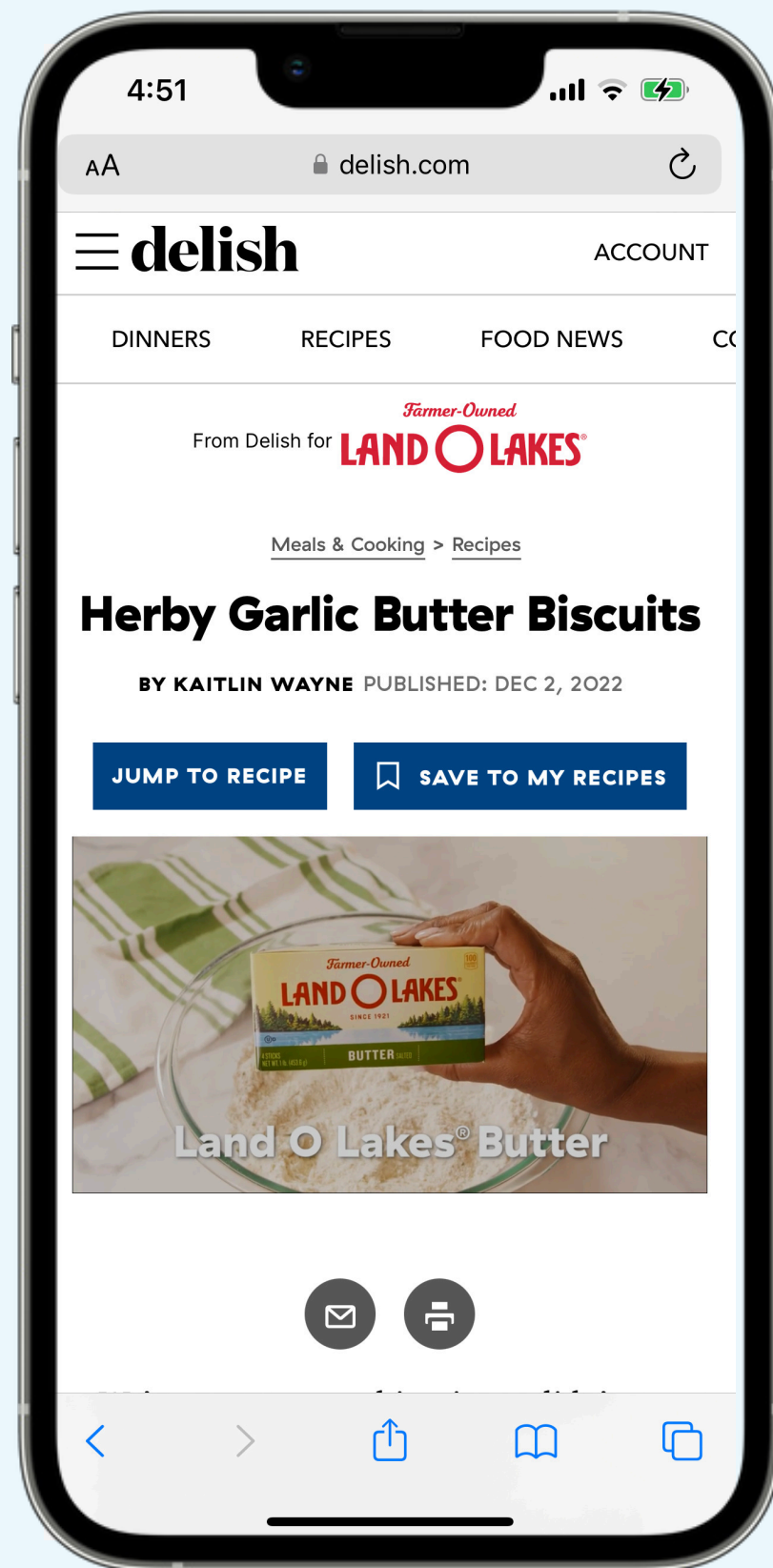


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SHOPPABLE RECIPES

Brand-matching technology integrated into each co-branded recipe on-site, allowing readers to directly add branded ingredients to their carts

Ability to choose from **63 retailers** and nearly **65,000 stores** for delivery or pick-up



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YOUTUBE CONTENT



CELEBRITY EATS

We invite celebrities' private chefs to cook some of their favorite meals while regaling us with stories of these huge personalities with huge appetites! Join us for season 2 of this delicious adventure!



ICONIC EATS

Back for season 5, host Adriana Redding! takes you on the ride of a lifetime, with her own personal brand of humor to some of the most iconic theme parks in America.



CELEBRITY SNACKDOWN

These celebrities claim to have the best recipes around, so we decided to put them to the ultimate taste test to determine who takes the cake!



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KITCHEN STUDIO

Our 3,000 square-foot Kitchen will have 7 distinct spaces—a commercial test kitchen, 3 kitchen video studios designed as consumer kitchens, event space, and a bar—utilized for editorial photo and video shoots, events, and more.

Located at the Sheffield 57
—a high-end luxury
building, steps from the
Hearst Tower

Designed and built
by the esteemed
James Doland Beer
Design Firm

Sponsorships
available

Promotional Benefits:
Online, video, print,
social, emblem usage,
events, and more

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2024 RATES

Distribution:

23OK/Newsstand

Price \$13.99

2024 Rates:

P4CB: \$17,884 net

PB/W: \$14,306 net

C2 & C4: \$22,364 net

C3: \$18,785 net



“Delish Quarterly is a representation of what Delish does best: accessible and fun recipes, food news, product reviews, food personalities and super helpful service for our readers!”

—Jo Saltz, Editorial Director

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QUARTERLY

2024 EDIT CALENDAR



SPRING: CHEAP & EASY DINNERS

Ad Close: 1/9/24 | On Sale: 3/5/24

We're all for pulling out all the stops for the occasional wildly impressive dinner, but most weeknights we're looking for something cheap, easy, and fast. You don't have to drop major dough to make something delicious that can be on your table in an hour or less. These cheap and easy meals will please your entire family without breaking the bank.



SUMMER: HEALTHY SUMMER DINNERS

Ad Close: 3/29/24 | On Sale: 5/28/24

Delish is all joy, no judgment. We're a place for food lovers and believe that eating healthy doesn't have to be sad. From simple swaps to cutting back on meat, Delish has healthy dinner ideas so you can indulge in warm weather favorites all season long without getting weighed down.



FALL: COMFORT FOOD

Ad Close: 6/14/24 | On Sale: 8/13/24

There is a chill in the air and we're excited to get back into the kitchen to cook again. We're all about the casseroles, creamy pastas, easy sheet-pan dinners... all the ways we can produce easy, gorgeous, comforting meals. This issue will be packed with our best fall dinner recipes—it's time to get cozy.



WINTER: HOLIDAY TREATS

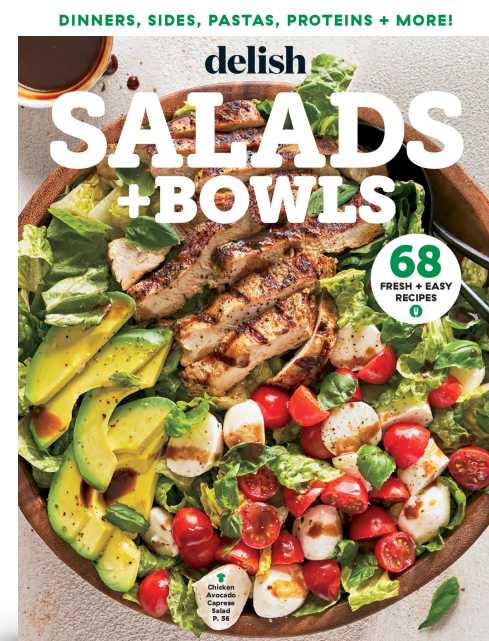
Ad Close: 8/23/24 | On Sale: 10/22/24

It's not the holidays without a little indulgence, and this year Delish has the ultimate guide to merrymaking. Inside you'll find ideas that go all in on the holiday spirit to healthy-ish ideas that don't land you on the naughty list. Plus holiday cocktails to put some extra cheer in your season.

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QUARTERLY

PRODUCTION REQUIREMENTS



Page Count 96 + 4 (covers)

**Paper stock:
146# Cover
70# Body**

AD SIZE	BLEED	TRIM	LIVE
SPREAD	16.25" x 11.125"	16" x 10.875"	15.5" x 10.375"
FULL PAGE	8.25" x 11.125"	8" x 10.875"	7.5" x 10.375"

Live matter safety – leave .25" from all trim edges.

All files must be submitted as PDF/X-1a files at least 300 dpi, with bleed as needed.

To submit files, please visit <http://ads.hearst.com>. Files must be submitted through this website.

Production Contact: Valentina Cabello Ibarra (VCABELLOIBAR@quad.com)

TERMS & CONDITIONS

1. These terms and conditions apply to all advertising insertion orders placed by advertiser with Hearst Communications, Inc. ("Publisher") during 2024. Publisher will not be bound by any condition appearing on order blanks or copy instructions submitted by or on behalf of the advertiser when such condition conflicts with any provision contained in Publisher's rate card or with its policies, regardless of whether or not set forth in the rate card. All references herein to Advertiser include Advertiser's agency, if there is one, and Advertiser and its agency shall be jointly and severally liable for Advertiser's obligations hereunder. 2. Publisher reserves the right to decline or reject any advertisement for any reason at any time without liability even though previously acknowledged or accepted. If an advertisement is accepted for publication, the advertiser agrees that it will not make any promotional references to Hearst Magazines without the prior written permission of the Publisher. 3. Short Rates. Advertisers will be short-rated if the space upon which billings have been based is not used within the 12-month contract period. 4. Agency commission: 15% to recognized agencies. Bills are rendered on publication date. Payment in U.S. currency required. Net due 30 days from invoice date. Interest will be charged at rate of 1.5% per month or, if less, the maximum lawful interest rate, on past-due invoices. New advertisers must either remit payment with order or furnish satisfactory credit references, subject to Publisher's discretion. 5. The advertiser agrees to pay the amount of invoices rendered by Publisher within the time specified on the invoice. 6. Orders 30 days beyond current closing date will be accepted only at rates prevailing, and only on a space-available basis (and subject to the other terms and conditions herein). Orders containing incorrect rates may be accepted and if accepted, charged at regular rates. Such errors will be regarded as only clerical. 7. All agencies or direct advertisers must supply Publisher with a legal street address and not just a post office box. 8. Orders specifying positions other than those known as designated positions are accepted only on a request basis, subject to the right of Publisher to determine actual positions. 9. Advertisements in other than standard sizes are subject to Publisher's approval. 10. Rates, conditions, and space units are subject to change without notice. Any discounts are applicable during the period in which they are earned. Any and all rebates from earned discount adjustments must be taken by the advertiser within six (6) months following the period in which such rebates were earned or they will be deemed expired. 11. Schedule of months of insertion and size of space must accompany all orders and are binding upon advertiser upon receipt unless terminated in writing prior to the applicable closing date(s). So-called "space reservations" are not considered by Publisher as orders or binding upon it in any way. 12. Reproduction quality is at the advertiser's risk if Publisher's specifications are not met or if material is received after closing date even if on extension. All queries concerning printed reproduction must be submitted to Publisher within 45 days of issue date. 13. Advertising film will be destroyed, if not ordered returned, 12 months after last use without liability. 14. No rebate will be allowed for insertion of wrong key numbers. 15. The advertiser agrees that in the event Publisher commits any act, error, or omission in the acceptance, publication, and/or distribution of their advertisement for which Publisher may be held legally responsible, Publisher's liability will in no event exceed the cost of the space ordered and further agree that Publisher will not under any circumstance be responsible for consequential

damages, including lost income and/or profits. 16. The advertiser represents that it not only has the right to authorize the publication of any advertisement it has submitted to Publisher, but that it is fully authorized and licensed to use (i) the names and/or the portraits or pictures of persons, living or dead, or of things; (ii) any trademarks, service marks, copyrighted, proprietary, or otherwise private material; and (iii) any testimonials contained in any advertisement submitted by or on behalf of the advertiser and published by Publisher, and that such advertisement is neither libelous, an invasion of privacy, violative of any third party's rights, or otherwise unlawful. As part of the consideration and to induce Publisher to publish such advertisement, the advertiser agrees to indemnify and save harmless Publisher against all loss, liability, damage, and expense of whatsoever nature ("Losses") arising out of copying, printing, or publishing of such advertisement ("Claims"). 17. In the event that any advertising campaign for advertiser includes sweepstakes, contests, email distribution and/or other promotional elements which are managed either by the advertiser or by the Publisher on behalf of the advertiser, the advertiser also agrees to indemnify and save harmless Publisher against any and all Losses arising out of the publication, use or distribution of any materials, products (including prizes) or services related to all such promotional elements provided by the advertiser including, without limitation, those arising from any Claims. 18. The advertiser agrees to and does indemnify and save harmless Publisher from all loss, damage, and liability growing out of the failure of any sweepstakes or contest inserted by them for publication to be in compliance and conformity with any and all laws, orders, ordinances, and statutes of the United States, or any of the states or subdivisions thereof. 19. All orders accepted are subject to acts of God, fires, strikes, accidents, or other occurrences beyond Publisher's control (whether like or unlike any of those enumerated herein) that prevent Publisher from partially or completely producing, publishing or distributing Hearst Magazines. 20. All advertisements must be clearly identified by the trademark or signature of the advertiser. 21. Words such as "advertisement" will be placed with copy that, in Publisher's opinion, resembles editorial matter. 22. Cancellations must be in writing. Cancellations for orders are not binding on Publisher unless in writing and received at least 45 days prior to the advertising closing date for inside or outside cover pages and for all inside pages, prior to the advertising closing date. Thereafter, orders may not be canceled or changed by the advertiser without the acknowledgment and acceptance of Publisher. If orders are not timely canceled, the advertiser agrees that it will be responsible for the cost of such canceled advertisements. 23. A copy of any proposed insert must be submitted to Publisher prior to printing of the insert. In no event shall Publisher be responsible for any errors or omissions in, or the production quality of any furnished insert. 24. The advertiser agrees to reimburse Publisher for all fees and expenses, including its attorney's fees, incurred by Hearst in collecting or attempting to collect charges owed for advertising placed pursuant to this Agreement. 25. The parties agree that the details contained on orders will be treated as confidential or proprietary information and shall not be disclosed to third parties. 26. Should Hearst Publisher acquire any new magazines beyond the current list of publications (21), the advertiser will not be entitled to any discount with respect to such newly acquired titles during the term of this Agreement. 27. All issues related to advertising will be governed by the laws of the State of New York applicable to contracts to be performed entirely therein. Any action brought by advertiser against Publisher relating to advertising must be brought in the state or federal courts in New York, New York, and the parties hereby consent to the jurisdiction of such courts.



THANK YOU!

Yo
Everyone deserves something **delish.**

For inquiries on rates, closing dates, and specs, please contact:
Celeste Chun Advertising & Media Services Manager cchun@hearst.com