



# bon appétit

U.S. Media Kit  
2H 2025

CONDÉ NAST





bon appétit

### 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

2X

NEW FOOD ITEMS  
INFLUENTIALS

90%

BA CONSUMERS MORE LIKELY  
TO PURCHASE A PRODUCT OR  
BRAND FEATURED ON BON  
APPÉTIT 'BEST OF' LIST

1.7X

COOKING  
INFLUENTIALS

\$77.4B

SPENDING ON FOOD &  
ALCOHOL

6M

PRINT  
READERS

7.2M

AVG. MONTHLY  
DIGITAL UNIQUES

18.1M

SOCIAL  
FOLLOWERS

41.4M

AVG. MONTHLY  
VIDEO VIEWS

MRI-Simmons Fall 2024; Comscore Multi-Platform (United States) (Desktop 2+ and Total Mobile 13+) Full Year 2024 monthly avg.; ListenFirst, followers as of 12/31/24, includes FB, TW, IG, YT, TikTok; Adobe, YouTube Analytics, DFP, Partner Data, Facebook Insights, Twitter Analytics, Instagram Analytics, Snapchat Insights, TikTok, Full Year 2024 monthly average; Comscore Multi-Platform / MRI-Simmons Fusion (09/24-S24); MRI-Simmons Starch September 2024

CONDÉ NAST





bon appétit

*Brand Highlights*

**BEST NEW RESTAURANTS | SEPT-OCT** Our Best New Restaurants list will showcase 20 standout openings from March 2024 to March 2025, spanning 18 cities and 14 states. It's our most dynamic and diverse lineup yet—featuring everything from elevated fine dining and ambitious tasting menus to reinvented classics, etc. These are the restaurants that truly earned their place on this year's BNR list—the best of the best.

**HOLIDAY | NOV-DEC** 'Tis the season of clinking glasses, tables filled with warm and delightful dishes, friends and family gathering together to celebrate over delicious food and drink. And like every year, the trusted voices of Bon Appétit are here to help home cooks and food lovers everywhere cook, eat and entertain their way from Thanksgiving through New Years. From all new recipes to holiday entertaining tips, from cultural stories to well-curated gift guides, we've got it covered.

**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.

CONDÉ NAST



bon appétit

*Production Schedule  
and Rate Cards*

**FEBRUARY 2025: WEEKNIGHT COZY**

CLOSE DATE: 11/13/24 ON SALE DATE: 1/7/25

---

**MARCH 2025: INNOVATION**

CLOSE DATE: 12/18/24 ON SALE DATE: 2/11/25

---

**APRIL 2025: TRAVEL**

CLOSE DATE: 1/22/25 ON SALE DATE: 3/18/25

---

**MAY 2025: ART & DESIGN**

CLOSE DATE: 2/26/25 ON SALE DATE: 4/22/25

---

**JUNE/JULY 2025: DRINKS**

CLOSE DATE: 4/2/25 ON SALE DATE: 5/27/25

---

**AUGUST 2025: SUMMER**

CLOSE DATE: 5/14/25 ON SALE DATE: 7/8/25

---

**SEPTEMBER 2025: SPORTS**

CLOSE DATE: 6/18/25 ON SALE DATE: 8/12/25

---

**OCTOBER 2025: RESTAURANTS**

CLOSE DATE: 7/23/25 ON SALE DATE: 9/16/25

---

**NOVEMBER 2025: THANKSGIVING**

CLOSE DATE: 8/27/25 ON SALE DATE: 10/21/25

---

**DECEMBER 2025/JANUARY 2026: HOLIDAY**

CLOSE DATE: 10/1/25 ON SALE DATE: 11/25/25

---

**PRINT OPEN GENERAL RATE CARD**

Page: \$110,156.34

Cover 2: \$132,184.99

Cover 3: \$115,686.43

Cover 4: \$137,675.77

\*All rates are net