

A top-down view of a dark, speckled ceramic bowl filled with a creamy, light-colored soup. The soup is topped with several sautéed mushrooms, including large, dark brown cremini mushrooms and smaller, lighter-colored mushrooms. Fresh green herbs, likely parsley, are scattered throughout the soup and on top of the mushrooms. A drizzle of oil is visible on the surface of the soup. The bowl is set on a light-colored, possibly marble, surface.

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U.S. Media Kit
2H 2025

CONDÉ NAST



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Brand *Mission*

Epicurious is the ultimate brand for curious cooks. It is the place to go to level up your skills in the kitchen and answer the question: "What's for dinner tonight?" Epicurious.com is a destination for inspiration, education, and advice and our new and improved Epicurious app will serve as a global and comprehensive recipe platform. Leading the cooking conversation into wider spaces, Epicurious is anchored in sustainability, diversity and accessibility, ultimately answering the question: What does it mean to be a modern home cook now?

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

Epicurious, our extensive recipe platform takes those cultural moments and makes them immersive and useful, through our original, well-tested recipes, advice and step-by-step videos.

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

JAMILA ROBINSON, EDITOR IN CHIEF

2.7X

NEW FOOD ITEMS
INFLUENTIALS

2.0X

COOKING INFLUENTIALS

1.5X

BEER, WINE, SPIRITS
INFLUENTIALS

\$12.6B

FOOD & ALCOHOL
SPENDING

4.1M

AVG. MONTHLY
DIGITAL UNIQUES

10.8M

SOCIAL FOLLOWERS

16.8M

AVG. MONTHLY
VIDEO VIEWS

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)

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Brand Highlights

SEASONAL COOKING | EVERGREEN Whether it is summer grilling or holiday celebrations, weeknight dinners or weekend brunches, Epicurious has the perfect recipe for you. Our site and app feature 33,000 recipes, meticulously tested, curated and tagged to provide inspiration and instructions all year round.

WELL EQUIPPED | EVERGREEN The Epicurious staff tests hundreds of kitchen products every year that range from the basic knives and pans that no kitchen can be without to new appliances that use innovative tech designed to completely change the way we cook. For anything kitchen-related, Epicurious is a leading resource for informed shoppers and home cooks.

YOUTUBE | EVERGREEN The Epicurious video channel is a platform that appeals to a wide audience base of home cooks who want to learn more about ingredients, tools and techniques. In 2025, we have some of our most popular franchises returning, such as Pro v. Novice which pits a professional chef with a home cook creating the same kind of dish with each other's ingredients, and some new series like 12 Chefs, where we ask 12 different chefs or bartenders to show us their take on a certain food or drink. Next year, we're also nerding out on food obsessions with World of Cheese and Hot Takes, featuring world experts in cheese and hot peppers to give audiences the depth and breadth of food knowledge.

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