



FOODIES



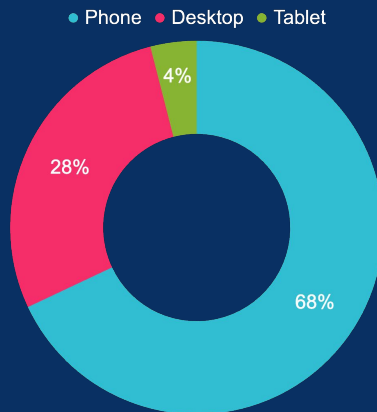
Reach of
9 in 10
Foodies

GET TO KNOW
OUR **FOODIES**
USA AUDIENCE

Audience overview

Whether browsing recipes, planning a dinner out, or exploring the latest food trends, our **Foodies** audience brings together home cooks, culinary adventurers, and drink enthusiasts – spanning everything from weeknight inspiration to special occasion planning.

Device usage



Food & Drink topics most engaged with



Categories more likely to be engaged with



Reach **nine in 10** Food & Drink audiences

Ozone's **Food & Drink** audience is at the core of national celebrations and cultural milestones.

From Memorial Day to Labor Day and everything in between, we see Foodies swell around key areas, including Barbecues & Grilling and Alcoholic Beverages.

Peak holidays amp up the flavor among our Foodie audience

