



FOODIES



Reach of
9 in 10
Foodies

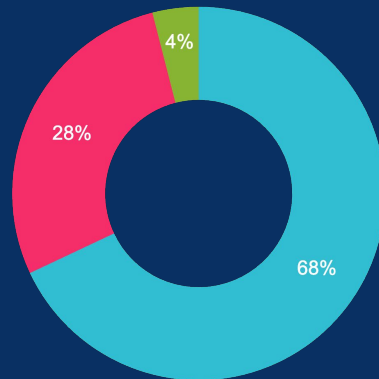
GET TO KNOW
OUR **FOODIES**
USA AUDIENCE

Audience overview

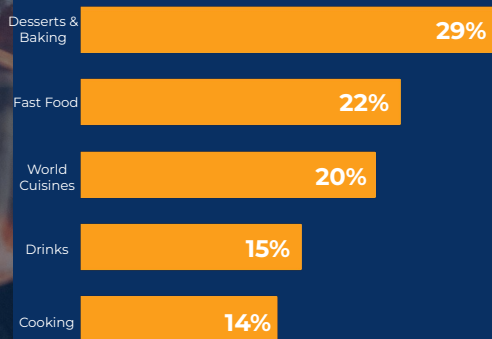
Whether browsing recipes, planning a dinner out, or exploring the latest food trends, our **Foodies** audience brings together home cooks, culinary adventurers, and drink enthusiasts – spanning everything from weeknight inspiration to special occasion planning.

Device usage

● Phone ● Desktop ● Tablet



Food & Drink topics most engaged with



Categories more likely to be engaged with



Foodie occasions

National and civic holidays are key occasions for our **Food & Drink** audiences' appetites to grow.

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

Peak holidays amp up the flavor among our Foodie audience

