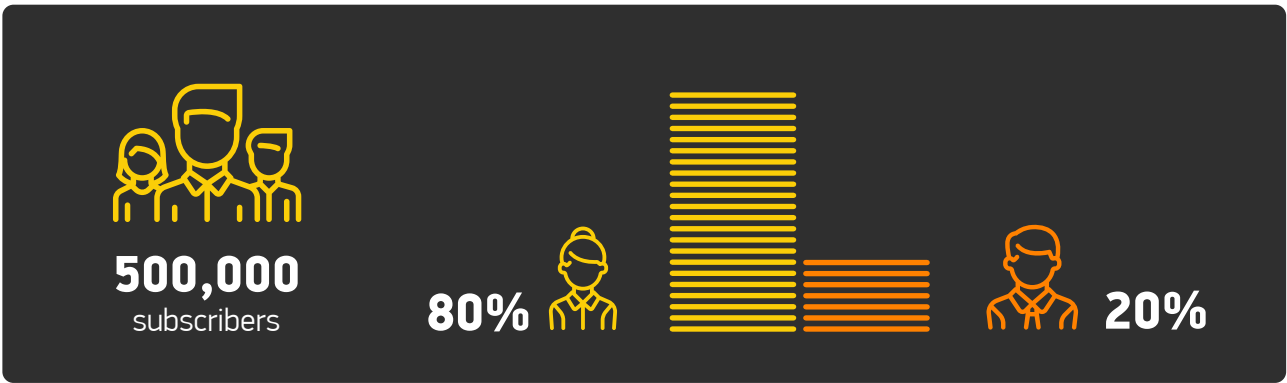





 **TastyCookery**  
COOK FOR REAL

**Subscriber activity**

Advertising on our sites helps create meaningful connections between our subscribers and your brand.




Website




**1,700** k/month  
Pageviews

Email



**25%**  
OR



**20%**  
CTR

Magazine

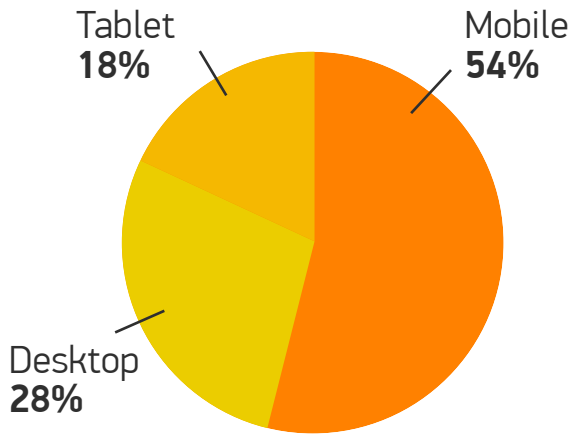


**50k**  
Single-issue sales

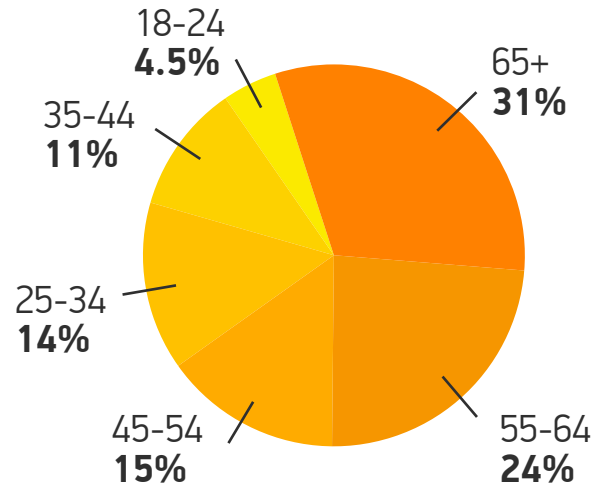
*Tasty Tales is a quarterly digital magazine*

## Subscriber Profile

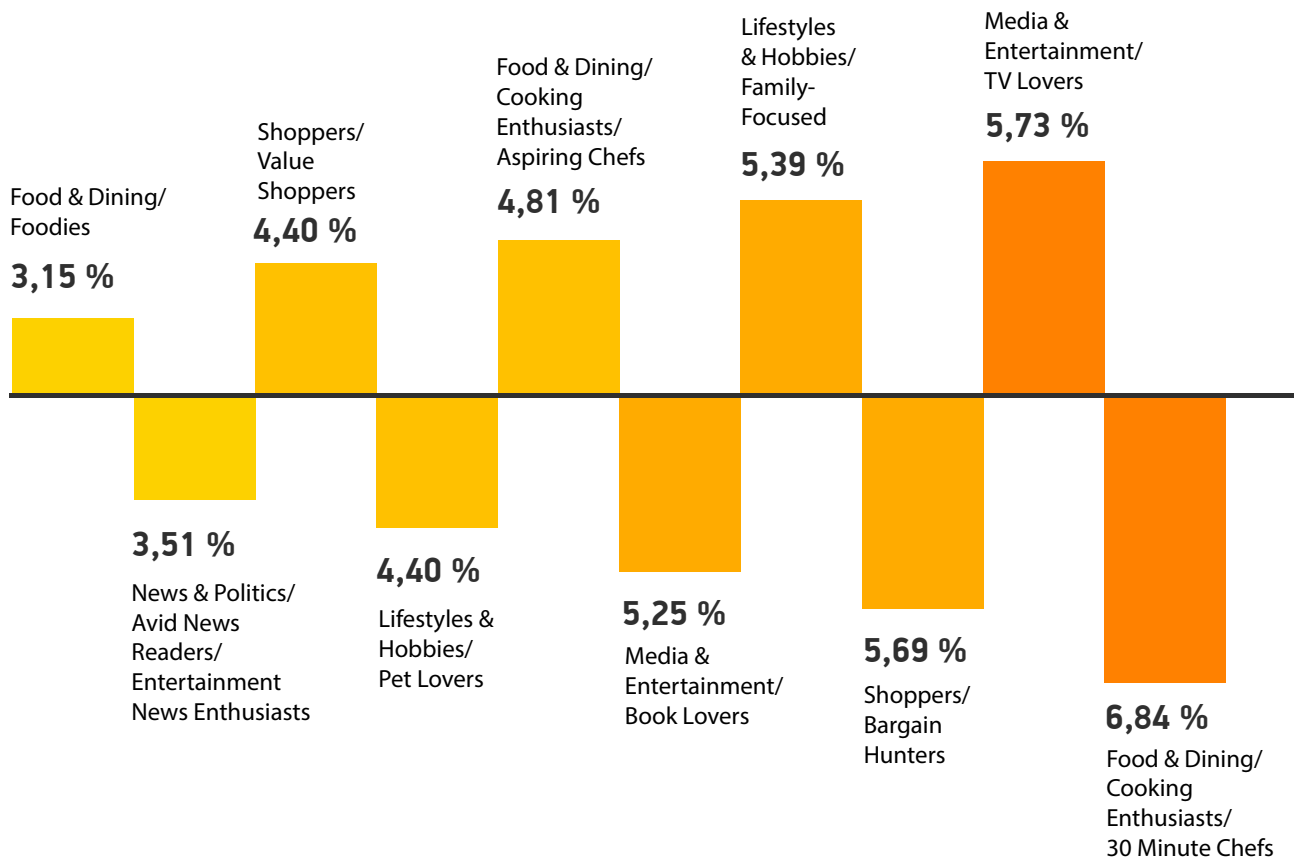
### Device Type



### Age



### Interests



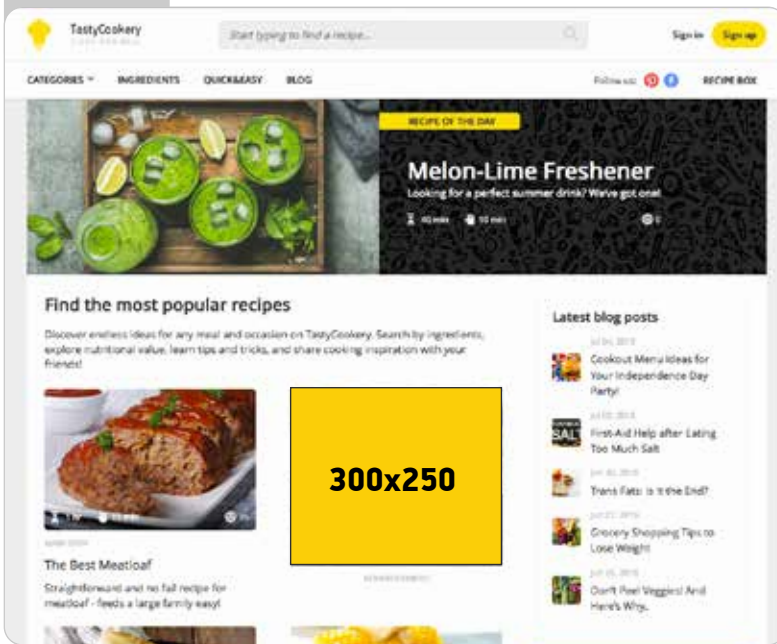
# Ad Specs

## Web Advertising

### Banner Ad

Main page

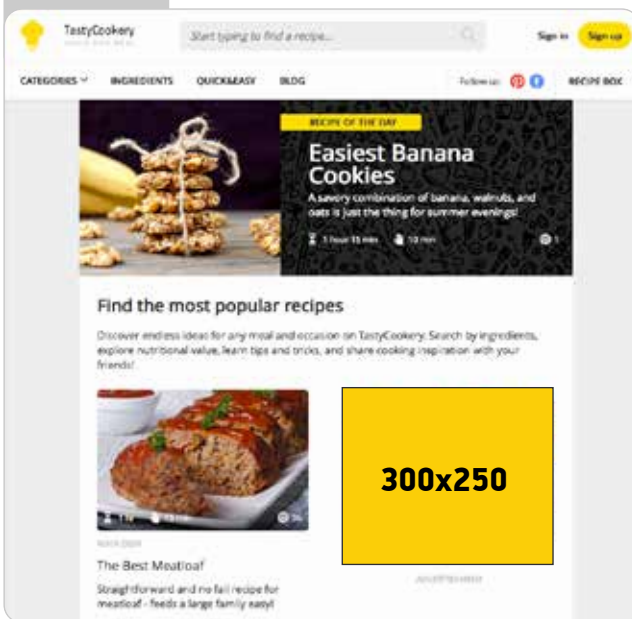
Desktop



Mobile



Tablet



# Blog page

## Desktop

**300x250**

**First-Aid Help after Eating Too Much Salt**

**Salt in Scientific Terms**

## Mobile

**300x250**

**TastyCookery Blog (137)**

**5 Juicy Superfoods to Enjoy in Summer**

**How Many Calories Does Your Cooking Spray REALLY Have?**

**Cookout Menu Ideas for Your Independence Day Party!**

## Tablet

**300x250**

**TastyCookery Blog (137)**

**5 Juicy Superfoods to Enjoy in Summer**

**How Many Calories Does Your Cooking Spray REALLY Have?**

**Cookout Menu Ideas for Your Independence Day Party!**

Recipe page

Desktop

The desktop view shows a wide layout. At the top is the TastyCookery logo and a search bar. Below are navigation tabs for Categories, Ingredients, Quickbites, and Blog. The main content area features a large hero image of strawberries with cream, a yellow box with '300x250', the recipe title 'Melt-in-Your-Mouth Stuffed Strawberries', an ingredients list, and a yellow box with '320x100'. A sign-up form is positioned to the right of the ingredients list.

Mobile

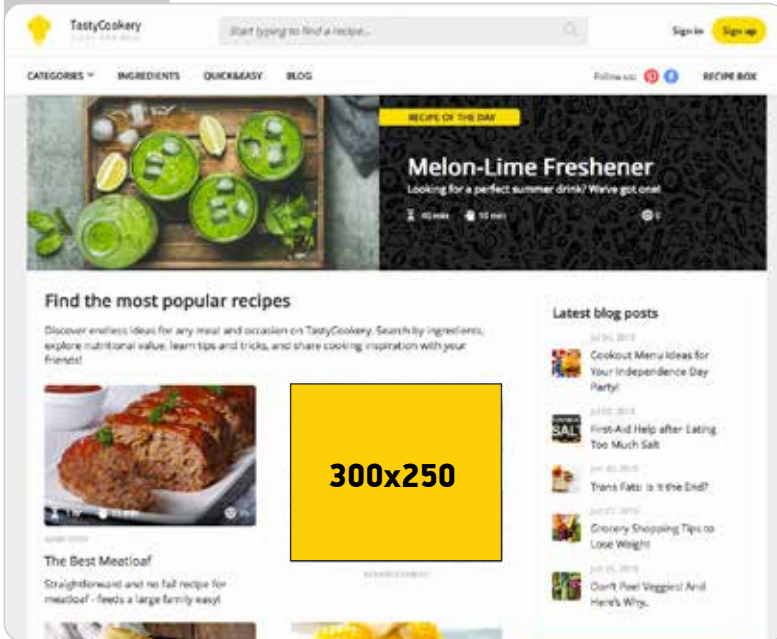
The mobile view is a vertical stack. It starts with the TastyCookery logo and search bar. The hero image is smaller, with a yellow box '300x100' below it. The recipe title and ingredients list follow. A yellow box '300x100' is placed below the ingredients. The instructions are listed in a numbered format. Below the instructions is a 'Save for later' button and a 'Share' button. A yellow box '300x100' is placed below the share buttons. A section titled 'Other Dessert recipes' features a carousel of three dessert images with their names: 'Apple Pie by Grandma Ople', 'Black Forest Cake II', and 'Amazing Mini Cheesecak'. A large yellow box '300x250' is at the bottom, with a sign-up form below it.

Tablet

The tablet view is a vertical stack. It features the TastyCookery logo and search bar. The hero image is larger than mobile but smaller than desktop. Below it is a yellow box '600x100'. The recipe title and ingredients list follow. A yellow box '600x100' is placed below the ingredients. The instructions are listed in a numbered format. Below the instructions is a 'Save for later' button and a 'Share' button. A yellow box '600x100' is placed below the share buttons. A section titled 'Other Dessert recipes' features a carousel of three dessert images with their names: 'Apple Pie by Grandma Ople', 'Black Forest Cake II', and 'Amazing Mini Cheesecak'. A yellow box '300x250' is at the bottom, with a sign-up form below it.

# Video Ad

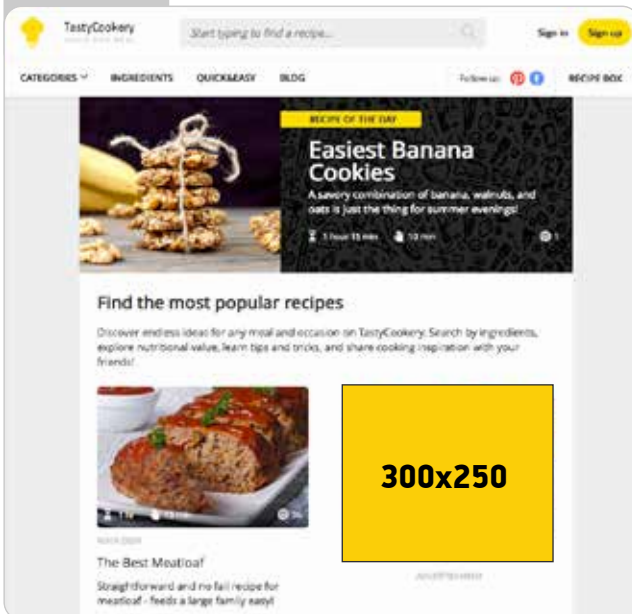
## Desktop



## Mobile



## Tablet



# Native Ad

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TastyCookery / Blog / Cookout Menu Ideas for Your Independence Day Party

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28 Dec 2018

## Cookout Menu Ideas for Your Independence Day Party!



[Share](#) [Comments](#)

Use our tips and recipes to enjoy a great red, white, and blue cookout at your 4th of July BBQ party!

Looking forward to the loudest and the most important celebration of the year? Independence Day will get you outdoors today, with your grill sizzling with juicy steaks and burgers. Well, that, of course, will be non-vegan associations, and what if some of the friends you are going to invite or even you yourself are a vegan? We are here to dispel all doubts! Your cookout menu can incorporate both plant-based and traditional barbecue dishes! Use our tips and recipes to enjoy a great red, white, and blue cookout at your 4th of July BBQ party!



### Appetizers





**Salsa de Palmito**

This vegan summer salad makes a perfect refreshing side dish for barbecued goods. Top hearts of palm with fleshy tomatoes, sliced onions and chives, add savor with a basic dressing made of olive oil, lime juice, sea salt and freshly ground black pepper and enjoy! Besides, hearts of palm are not a frequent cooking ingredient, so if you have never tried them, this Salsa de Palmito recipe is a good idea to start with!

**Spicy Grilled Shrimp**

I doubt there is an easier recipe than these Spicy Grilled Shrimp. Just mix, toss to coat, and grill! Plus, they are simply awesome! Very spicy, very addictive, definitely recommended for your 4th of July BBQ party!

### Salads



**Potato Salad with Pesto**

Potato salad is an essential part of every backyard party menu. This Potato Salad with Pesto recipe is not only delicious, but very nourishing as well, as there are protein-rich chickpeas and green beans among the ingredients. Fresh herb pesto dressing, in its turn, is rich in healthy fats, so this salad will surely keep you filled long enough to wait for your Carrot Dogs to grill!

**Awesome Pasta Salad**

Again, no special effort required. The biggest trouble you'll get into is boiling the fusilli until al dente. But tossed in Italian dressing, this salad tastes anything but simple! Provolone cheese, spicy pepperoni, and salami cubes join crunchy bell peppers and salty olives to make a truly **Awesome Pasta Salad!**

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# Email Advertising

## Email Banner

TastyCookery

Scotch quail eggs  
Get Recipe

**300x250**

What's Trending

TOO MUCH SALT  
Read more

Cookout Menu Ideas for Your Independence Day Party!  
Read more

First-Aid help after Eating Too Much SALT  
Read more

Italian Sausage with Farfalle and Broccoli-Rabe  
Read more

**300x250**

Get all the best recipes in our new magazine!  
Get Magazine

Choose the e-mails you'd like to get - update your preferences now

Follow us on Facebook and Pinterest

TastyCookery

Dangers of a Single High-Fat Meal  
Is it ok to eat fatty foods from time to time or is it bad for your health?  
Read more

Meal Inspo

Grill Your Perfect Burger in 3 Easy Steps!  
Healthy Rice: Myth or Reality?

**600x100**

We Recommend

Crockpot Beef Roast  
You'll be surprised to see how easy it is to cook this beef. Accompanied by spices and Worcestershire sauce, it's both tender and savory!  
Get recipe

Follow us on Facebook and Pinterest

## Standalone Campaign

TastyCookery Deal of the Day

We thought you might find this offer by our partner interesting!

**[Large Yellow Placeholder Box]**

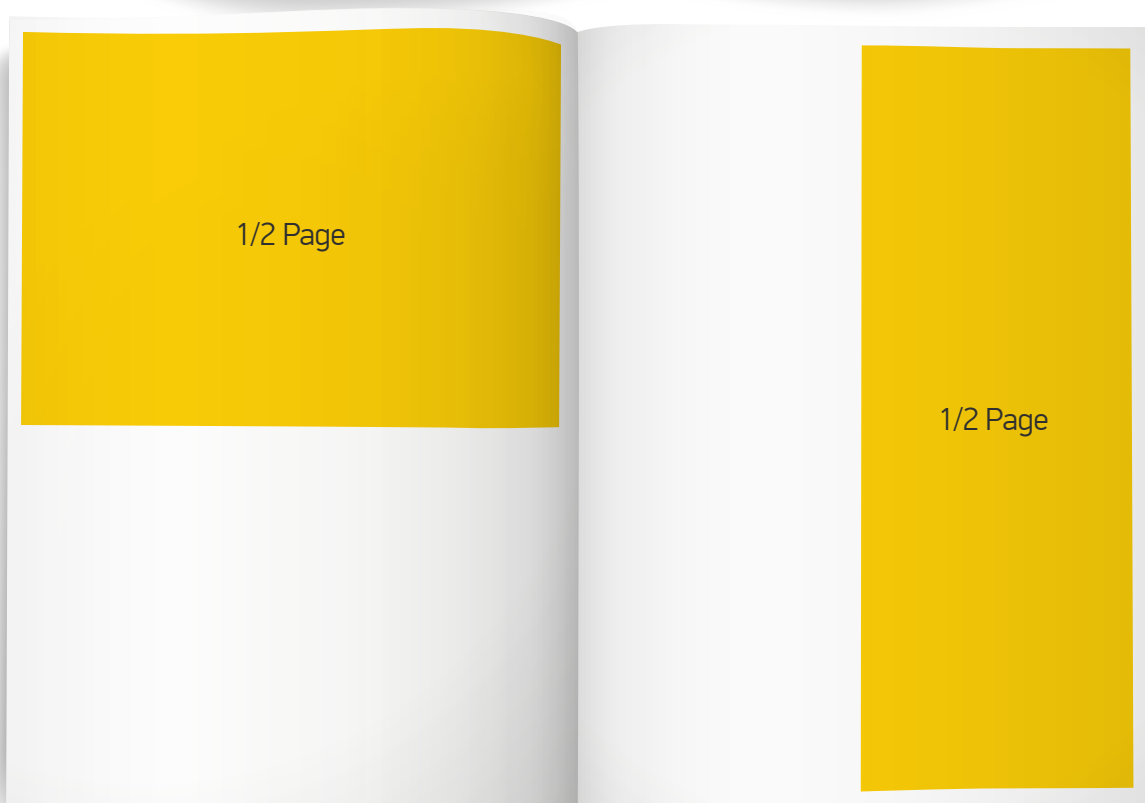
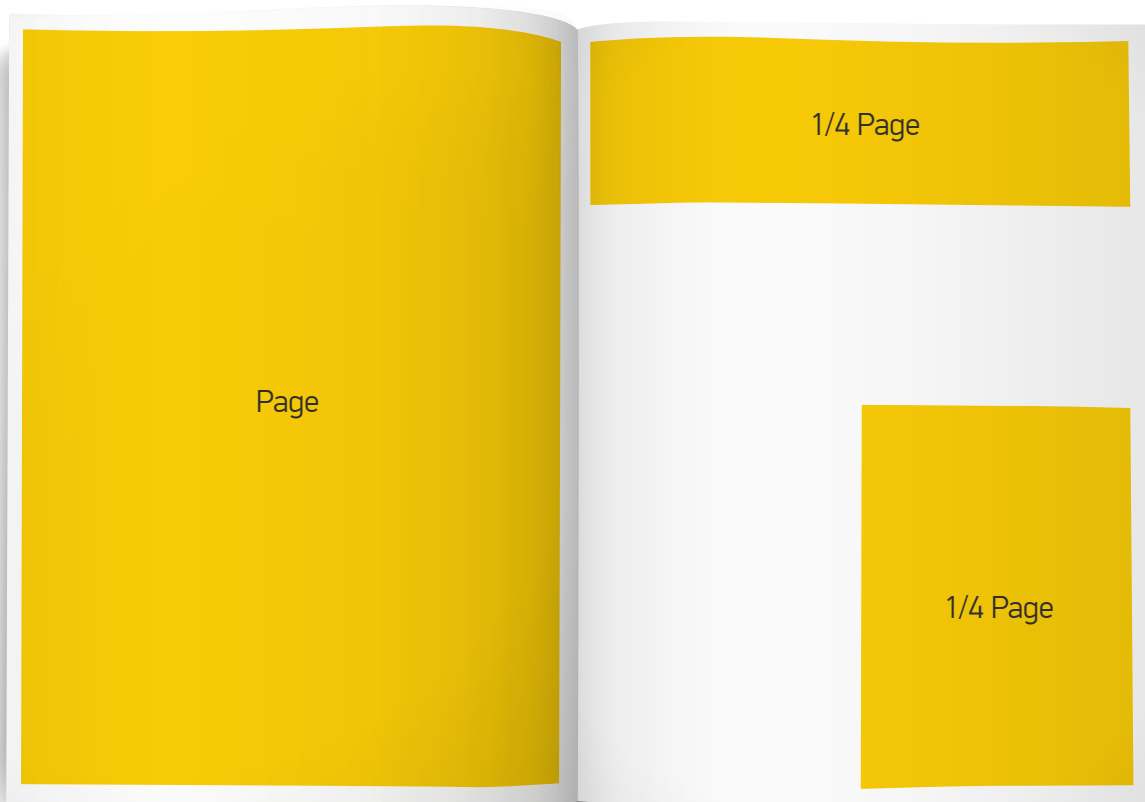
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## Magazine Advertising



## Rates

### Web Advertising

Ad Type	Pricing Model	Rate Base
Banner Ad	CPM	\$ 10
Video Ad	CPM	\$ 15
Native Ad	1 Sponsored Article	\$ 5,000

### Email Advertising

Email Banner	CPM	\$ 0.50
Email Banner	CPM	\$ 5
Standalone Campaign	CPM	\$ 10

### Magazine Advertising

Page	\$ 10,000
1/2 Page	\$ 5,000
1/4 Page	\$ 2,500



# CONTACT US

For complete information  
about our advertising  
services and rates

[contact@tastycookery.com](mailto:contact@tastycookery.com)