

Exclusive Food52 Audiences Now Available for Immediate Activation as SmartPMPs™ & DSP Segments

Food52 has built a loyal community of the most passionate kitchen and home "makers" in digital media. From gourmet recipes to impeccably curated commerce, Food52 delivers on its mission to help everyone enjoy life's most important pleasures - food, home and connection to others.

Audigent powers the activation of these premium audiences across the programmatic landscape, from display to video to CTV.



Demo Breakdown

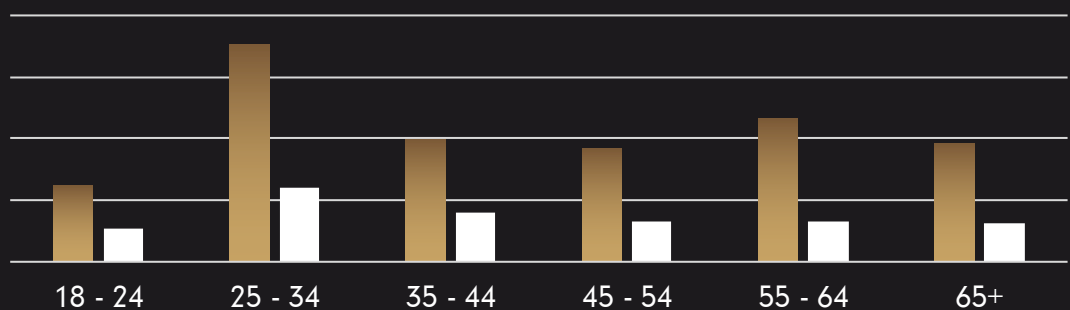
Over 19M Highly Engaged Food & Home Enthusiasts



74.22%



25.78%



Audience Highlights

Cooking Enthusiasts

Made up of recipe hunters, galley hounds, and even professional chefs, the members of this segment know their way around a kitchen and are an extremely valuable audience for media buyers.

Name:

Food52 > Interest > Cooking Enthusiasts



Travel Buffs

Do not miss out on activating this premium audience of globetrotters and wanderlusts whose passion for food goes hand-in-hand with their quest to see the world.

Name:

Food52 > Interest > Travel Buffs



Home Décor Shoppers

From bedding and pillows to furniture and accessories, Food52's curated shop puts real-time shoppers right at media buyers' fingertips.

Name:

Food52 > In-Market > Home Decor



Women's Apparel Shoppers

The women within this audience are currently in-market for apparel and accessories and are actively engaging with premium content across Food52 and their shop.

Name:

Food52 > In-Market > Women's Apparel



FOOD52 Data Activation

Actionable across all platforms and devices



CTV



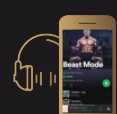
Programmatic Video



Social Channels



YouTube



Programmatic Audio



Programmatic Display

Additional SmartPMPs™ and Segments

Interest & Affinity

- Luxury Shoppers
- Health News Consumers
- Green Living Enthusiasts
- Do-it-Yourselfers
- Family-Focused
- Millennial Moms

In-Market

- Gift Givers
- Coffee Lovers
- Books
- Baby & Children's Products
- Beauty