



Tomatoes

making mealtime meaningful

A GreaterGood company.

The 12 Tomatoes Mission: to inspire everyday cooks, every day.

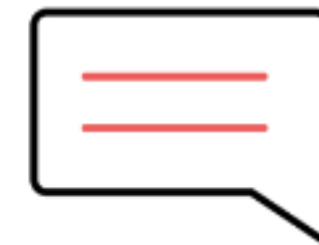
Who is 12 Tomatoes

12 Tomatoes is a leading online food destination for home cooks. With a sweet spot centered around savory comfort food, our community of over 10 M home cooks joined for the inspiration and stayed for the results.

Ways our audience engages:



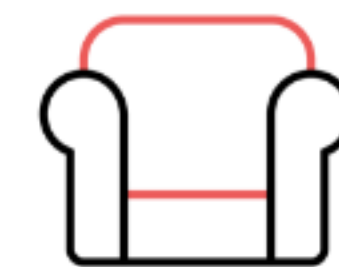
Recipes



Social
Engagement



Cooking
Videos



Lifestyle
Content



Fundraising

AUDIENCE

Age

<35: 13% 35-54: 28%
55-64: 28% 65+: 31%

Gender

82% Female 18% Male

HHI

67% \$60K +

GEO

92% US 5% UK/Canada

College or Post-Graduate Degree

68%

Our Home Chefs



TRAFFIC

Unique Monthly Visitors

4 M

Monthly Pageviews

11.5 M

Available Monthly Impressions

99 M

SOCIAL



365K
Subscribers



9M likes
17.5M Reach
11M Engagements



112K Followers
2.5M Impressions



410k Followers
10M+ Reach





Step into our kitchen!

Ways to Work with Us



Web

Social



Email

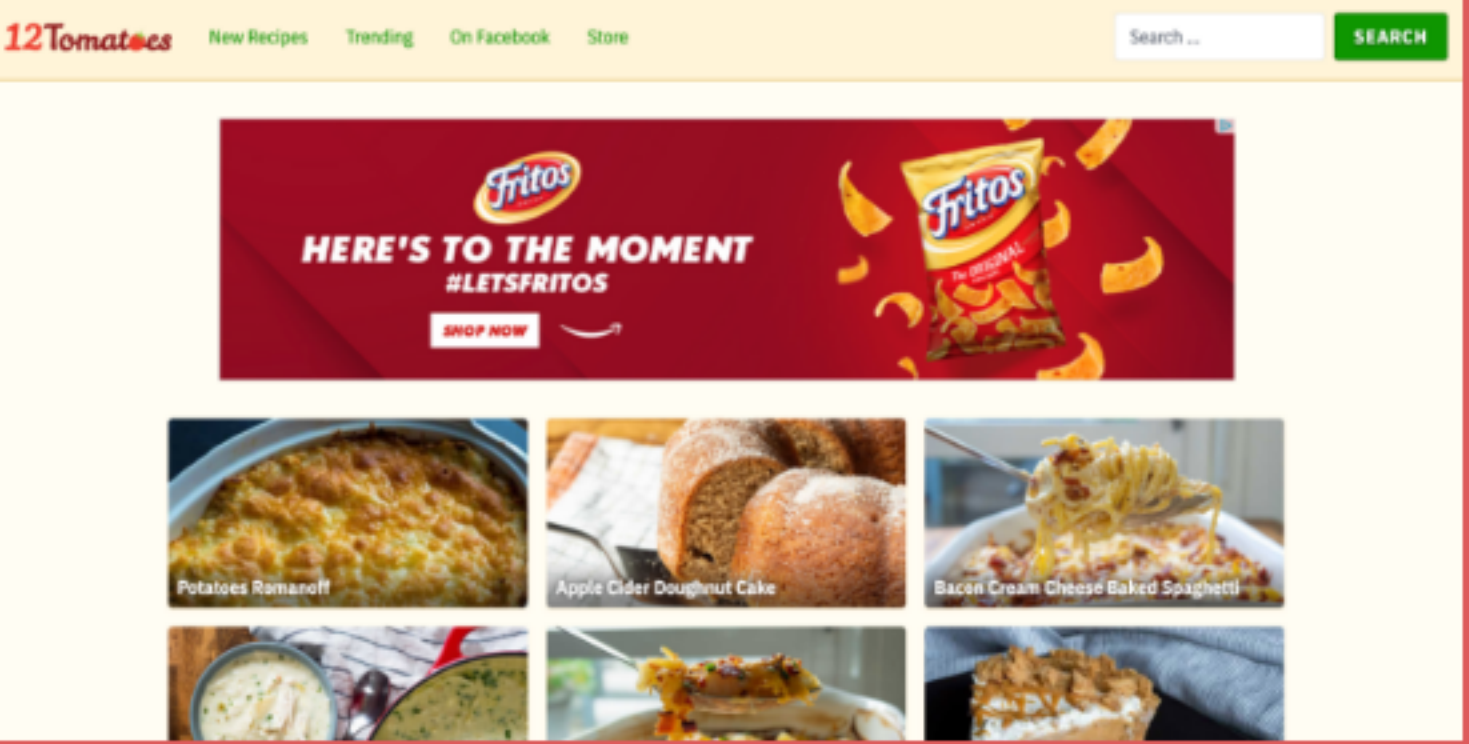
Native

Over 200,000 home cooks visit 12Tomatoes.com daily. We offer many branding solutions:

 **Branded Recipes & Videos**

 **Branded Giveaways**

High Impact Banners



The screenshot shows the 12Tomatoes.com homepage. At the top, there's a navigation bar with '12Tomatoes', 'New Recipes', 'Trending', 'On Facebook', 'Store', a search bar, and a 'SEARCH' button. Below the navigation is a large red banner for Fritos with the text 'HERE'S TO THE MOMENT #LETSFRITOS' and a 'SHOP NOW' button. Underneath the banner are six recipe thumbnails: 'Potatoes Romanoff', 'Apple Cider Doughnut Cake', 'Bacon Cream Cheese Baked Spaghetti', and three others partially visible.

Native Recipe Placement

INGREDIENTS

- 2 tablespoons unsalted butter, melted, plus more for pan
- 3 cups all-purpose flour, plus more for pan
- 1 1/2 teaspoons baking powder
- 1/2 teaspoon baking soda
- 1 1/2 teaspoons ground cinnamon
- 1/2 teaspoon kosher salt
- 1 3/4 cups granulated sugar
- 1 cup apple cider
- 3/4 cup vegetable oil
- 3/4 cup unsweetened applesauce
- 2 teaspoons pure vanilla extract
- 3 large eggs, at room temperature

PREPARATION

1. Preheat oven to 350°F and butter and flour a 12-cup bundt pan.
2. In a large bowl, whisk together the flour baking powder, baking soda, 1 teaspoon of the cinnamon, and salt.
3. In a separate bowl, whisk together 1 1/2 cups of the sugar, apple cider, oil, applesauce, vanilla, and eggs.

Ad  The subjects you know. The stories you don't. The New York Times [VIEW OFFER.](#)

IAB Units

Apple Cider Doughnut Cake

A giant sliceable, sharable version of an Apple Cider Doughnut.

Connect with Us    

KRISTY NORRELL

[SHARE](#) [TWEET](#) [PIN](#)

[GO TO RECIPE ↓](#)



The screenshot shows a recipe page for 'Apple Cider Doughnut Cake' by Kristy Norrell. It features social sharing buttons for Facebook, Twitter, Pinterest, and Instagram. Below the recipe title is a 'GO TO RECIPE' button. On the right side, there is an Amazon Fresh advertisement for 'Quilte Northern' milk, with the tagline 'Be a more comfortable you™' and the Amazon Fresh logo.

Social



100K+ Followers



9M+ likes



400K+ Followers

Extend your on-site reach by tapping into our 10M+ fans & followers with custom social content.



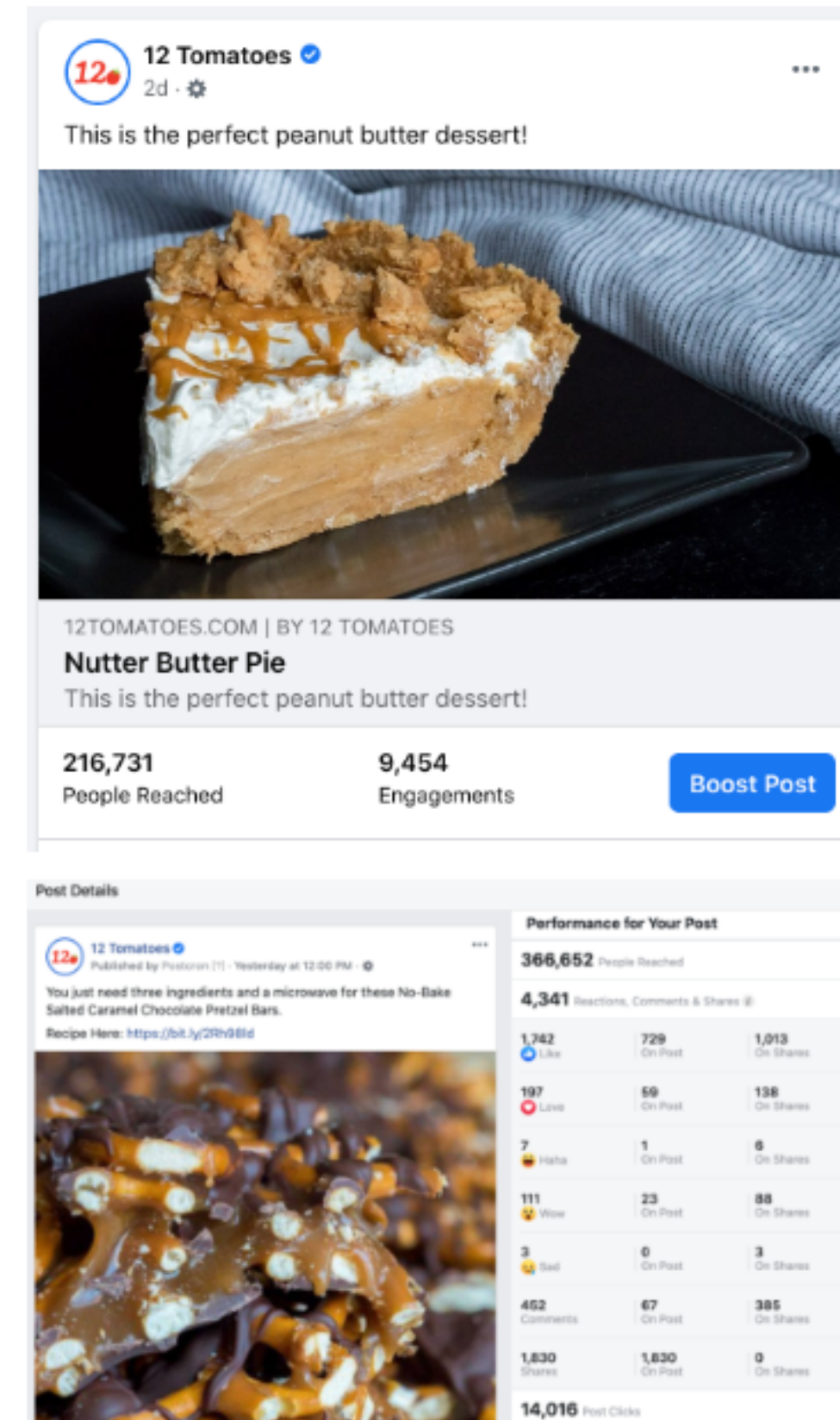
Sponsored Posts



FB/Instagram Stories



Branded Video



12 Tomatoes




12tomatoes.com · @12tomatoes · Simple recipes. Serious flavor.
415k followers · 50 following
10m+ monthly viewers



Email | 365K Subscribers



Put your brand front and center in our reader's inbox.

-  **Banner Placements**
-  **Solo / Takeover blasts**
-  **Branded Content**



12 Tomatoes

Simple Recipes. Serious Flavor.
New Recipes | Browse Recipes | Shop



October Is National Chili Month

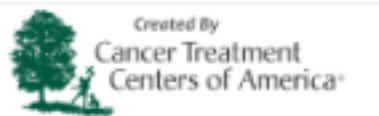
There's a very clear reason why October is National Chili Month: cooler weather means we're in search of warmth and there's nothing better than a hearty chili to warm us from that first fall chill. Be it a casserole dish, a dutch oven, or the beloved slow-cooker, chili can be made in whatever pot or pan suits your chili needs. One of the main reasons why I love chili is the fact that it's so versatile, so there's very little opportunity to get bored with the meal. Chili is also the perfect canvas for some of my very favorite add-ons, like cheese, sour cream, bacon, and onions.

[Read On...](#)

Cancer Fighting Recipes

12Tomatoes <info@12tomatoes-mail.co... Tuesday, February 4, 2020 at 8:01 PM
To: Mark Harris

HEALTH, HOPE & INSPIRATION
WITH REV. PERCY MCCRAY








According to the [National Cancer Institute](#), healthy eating can help you harness the power of food to give you needed strength and energy before, during and after cancer treatments. Incorporating an eating strategy can help you maintain discipline and make you feel more empowered and hopeful on your cancer journey.

Whether you are cooking for yourself or preparing a meal for a loved one, the right recipe can lift

Native & Branded Content

Integrate and surround recipes, videos and articles for our loyal audience to sink their teeth into.

-  Recipe Pages
-  Branded Content
-  Videos
-  Social
-  Email Features



Turkey And Stuffing Meatloaf

12 Tomatoes
October 28, 2018 · 🌐


If you can't get enough of those Thanksgiving flavors, this meal is for you!
Recipe here: <http://po.st/9uRUb>




👍❤️👍 3K 495 Comments 8.7K Shares 587K Views


Share


Turkey And Stuffing Meatloaf

Step #4 is crucial!!

 DECATUR MACPHERSON




 SHARE  TWEET  PIN



 Sponsored by McCormick®

Do you love meatloaf but want a way to switch things up every now and again? There's no need to feel like you're turning your back on the tried-and-true classic, but why not spice things up and put a twist on the traditional version?? Instead of a beef meatloaf with a tomato-ketchup sauce, we were inspired by one of our favorite holidays for this dish. Taking a cue from all the best flavors of Thanksgiving, we made a turkey meatloaf and packed it full of flavor. Seriously, all the best parts of the Day of Thanks rolled into one dish that you can make year-round!

Holiday Gravy Campaign with McCormick Spices

-  18.6M Viewers Reached
-  11.8M Video Views
-  350k Recipe Views
-  200k+ Shares
-  eCPM: \$1.32

Let's Get Cooking | Partner with 12 Tomatoes



Let's work together to meet your advertising and branding goals by reaching our passionate audience.

12 Tomatoes is proudly partnered with the [SheMedia](#) Network. Together, we drive results and make your vision come to life.



Contact US advertising@12tomatoes.com