

Advertising

Cookstr.com presents the best recipes from the world's great cookbooks and for the first time ever brings them online for culinary lovers. Cookstr's amazing collection of tested, trusted recipes come from over 250 world-renowned chefs and cookbook authors including: Julia Child, Mario Batali, Jamie Oliver, Nigella Lawson, Jacques Pépin, Art Smith, Rocco DiSpirito, and Daniel Boulud.



The Cookstr User

Gender

Female	67%
Male	33%

Household Income

\$0-60k	30%
\$30-60k	22%
\$60k-100k	23%
\$100k+	25%

Age

18-34	13%
35-49	39%
50+	26%

How Many Days Cook at Home

Rarely	2%
1-2 days per week	11.1%
3-4 days per week	27.3%
5-7 days per week	59.6%

Research Sources: Cookstr User Survey Conducted on 2-9-09 and Quantcast

Rates & Opportunities

We offer a number of CPM-based advertising opportunities on Cookstr.com, including the Cookstr.com weekly newsletter. Custom editorial packages and sponsorship opportunities are also available.



Search Results



Authors Index



Recipe

Standard Rates on banner campaigns:

Ad unit	Size	Run of Site	Targeted/ Contextual	Placement
Leaderboard	728x90	\$12	\$18	Top of page, above site navigation bar; bottom of page
Medium Rectangle	300x250	\$12	\$18	Middle of page next to content on all recipe pages, recipe landing page, chef landing page and author profiles
Skyscraper	160x600	\$12	\$18	Right hand sidebar on all search pages

Newsletter Advertising/Sponsorship

Cookstr's newsletter, The Cookstr Ten, is a weekly email that goes out to thousands of opt-in subscribers. Newsletters feature 10 recipes by 10 different authors and are focused around different themes or special occasions.

Ad Specifications

Max file size (hosted) = 40k

Acceptable File Formats = 3rd-Party Tags, or JPEG, GIF, Flash *

Animation and Looping Restrictions = Yes (3 Times)

Video Allowed? Yes (user-initiated only)

Audio Allowed? Yes (user initiated only)

Rich Media = Yes

Contact advertising@cookstr.com with any questions

** Creative should be submitted as Flash 6 or 7 for maximum user compatibility. Whenever possible, please do not use Flash 9. All flash files must be clickTag enabled. Please do not hardcode any target URLs, and instead assign any clickable portion this action:*

```
getURL(clickTag, "_blank")
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Cookstr in the news



"Short Order," March 16, 2009 **Publishers Weekly**

Bravo Media and **Oxygen Media** have entered into a co-branding agreement with [Cookstr's](#), in which both of the network's sites, www.BravoForFoodies.com and Oxygen.com, will feature Cookstr's collection of recipes from 250-plus chefs and cookbook authors. The partnership considerably widens Cookstr's audience: Bravo and Oxygen have more than three million unique web visitors per month combined. What does it mean for cookbook authors and publishers? Since alongside each recipe from Cookstr is a thumbnail of the book from which it came and the ability to buy the book, there's some sales potential. The link from the network sites to Cookstr.com will go live in a few weeks.



"A Guide to New Food Sites," March 12, 2009 **The Wall Street Journal**

Launched by veterans of the cookbook-publishing world, this recipe-based site brings together hundreds of chefs, cookbook authors and their creations. Cooks ranging from British celebrity Jamie Oliver to American visionary Alice Waters are given their own page where visitors can view their recipes, buy their cookbooks or check out their restaurants. Users can also search the 4,000-plus recipe database by cuisine, course, skill level, cook time, cost and ingredient.

Cookstr in the news

The New York Times

"A Plan to Sell Cookbooks: Give Away Recipes Online," October 31, 2008 **The New York Times**

Will Schwalbe, who stepped down as editor in chief of Hyperion Books in January, is starting Cookstr to showcase the recipes of star chefs like Jamie Oliver, Nigella Lawson and Mario Batali, as well as those of less-well-known but highly regarded cookbook writers. The idea, ultimately, is to sell copies of these authors' books.

COOL HUNTING

"Cookstr.com," November 21, 2008 **Cool Hunting**

Cookstr.com—created by Will Schwalbe and Katie Workman, both former publishers who worked on dozens of successful cookbooks—just launched and is a true evolution in cooking sites.

Considering the millions of recipes online you'd think this would be difficult to do, but Cookstr.com features recipes exclusively from cook books. Many of these recipes have never been published online because of copyright issues, but Cookstr.com has partnered both with the chefs (each of whom has a dedicated author page) and also with their publishers to make this possible. The all star list currently includes Alice Waters, Nigella Lawson, Jean-Georges Vongerichten, Jamie Oliver, Mario Battali, Suzanne Goin, Marcella Hazan, Michel Nischan, Nancy Silverton, Art Smith and dozens of others.

One of Cookstr.com's strongest features is its search functionality, which allows you to search by ingredient, mood, difficulty of preparation, chef, and more. The site's editors are curating the best recipes from the best cookbooks, and are constantly adding more chefs and more recipes. A range of additional functionality—including community tools—will be added in the near future.



Contact

To contact us directly, please email advertising@cookstr.com.