12 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
- 4M

Monthly Pageviews
- 11.5M

Available Monthly Impressions
- 99M

SOCIAL

Delicious Tomatoes

365K Subscribers

9M likes

17.5M Reach

111M Engagements

112K Followers

2.5M Impressions

410K Followers

10M+ Reach
Step into our kitchen!
Ways to Work with Us
Over 200,000 home cooks visit 12Tomatoes.com daily. We offer many branding solutions:

- Branded Recipes & Videos
- Branded Giveaways
Social

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

- Sponsored Posts
- FB/Instagram Stories
- Branded Video
Put your brand front and center in our reader’s inbox.

- Banner Placements
- Solo / Takeover blasts
- 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

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