TASTEMADE
Media Kit
a modern media company.
What is Tastemade?

Tastemade is a modern media company that engages a global audience of more than 300 million monthly viewers on all major digital, mobile, and streaming television platforms, streaming 2.5+ billion views each month. We create award-winning video content and original programming in the categories of Food, Travel, and Home & Design that we share with an engaged, passionate, and global community.

Tastemade is built upon real data and an innovative approach to programming. We are changing the way the world watches and engages with premium lifestyle video.

The “Special Sauce”

With a rapid change in media consumption over recent years, Tastemade recognizes this shift and is positioned to take advantage of this moment in time by delivering premium lifestyle programming to this harder-to-reach audience that has fully embraced social, mobile, and streaming video. We reach consumers where they are, creating content for every screen and across every platform.
Here’s a Taste.
What is Tastemade’s Mission?

To delight, engage, and inspire you through real-life storytelling.
We are primarily focused on engaging Millennial and Gen Z audiences.

**Tastemade’s Audience**

- **Female**: 60%
- **Male**: 40%
- % of viewers are Millennials & Gen Z: 84%
- **18-34**: 60%
- % of audience consumes Tastemade content via mobile: 84%
- Hours per month on CTV: 3.5M
Tastemade by the Numbers

- Monthly Active Viewers: 300M+
- Monthly Views: 2.5B+
- Engagements: 300M+
- Hours of Original Programming Per Year: 3K+
- Countries & Territories: 200
- Television Homes Across the Globe: 125M+

Social Following

- Over 150M+ Followers
- Facebook: 80M+ Followers
- Snapchat: 24M+ Subscribers
- Instagram: 22M+ Followers
- Weibo: 6M+ followers
- Pinterest: 9M+ Subscribers
- YouTube: 4M+ Subscribers
- TikTok: 3.1M+ Followers
- Twitter: 1.1M+ Followers
FAQ

Who Founded Tastemade?
Larry Fitzgibbon, Co-Founder & CEO
Joe Perez, Co-Founder
Steven Kydd, Co-Founder

When was Tastemade Founded?
June 2012

Where is Tastemade Headquartered?
Santa Monica, CA

How Many Employees Does Tastemade Have?
170+ Employees
Tastemade’s Global Footprint

- US Food & Travel
- España
- Brazil
- China
- Germany
- Canada
- France
- UK
- Japan
- Indonesia
- India
- Australia
- Germany
Cooking With Pride
Ingrid Nilsen teams up with different food experts to whip up meals while discussing issues like LGBTQIA+ experiences, cannabis and social activism.

Ramadan Iftar Feast
Wrap up Ramadan with these AMAZING Palestinian Iftar recipes.

It’s a Nail Thing
Follow along as musician and host Yuna meets up with enthusiasts and artists to get a deeper look into what this “nail thing” is all about.

Broken Bread
Chef Roy Choi meets up with inspiring individuals and organizations who use food as a platform for activism and a catalyst for change.

Thirsty For
Mouth-watering images, great music and some of the most interesting drink recipes from around the world.

The Next Tastemaker
Tastemade Brasil’s talent search competition brings hopeful hosts to compete for a starring role in their own series.

Programming for our Global Community

Tastemade is a globally-minded brand. Throughout the history of Tastemade, we have chosen to create shows and social content that demonstrate diversity and inclusivity. We respect the richness of all cultures and celebrate them through real-life storytelling. This has been and always will be a part of who we are.
We invite and encourage our global community of millions to share their stories and creations with us in the Food, Travel, and Home & Design spaces using #tastemademedoit across all social platforms. We see and engage with incredible content posted every day using this hashtag. To further build our community of makers and do-ers, we amplify these posts each week across our social channels.
Who are Tastemade’s Key Advertising Partners?

Tastemade partners with the world’s best brands, including:

Foraged & Found
Presented by REI
Available on Every Screen & Every Platform...
Tastemade’s Streaming Network

A 24/7 channel with award-winning food, travel, and home & design shows from around the world — from groundbreaking original series to documentaries.

available on

- sling
- TiVo
- YouTubeTV
- Amazon Prime
- Roku
- Xumo
- VIZIO
- Sky
- T.VISION
- philo
- xfinity xFi
- AT&T
- peacock
- IMDb TV
- Redbox

What Are Tastemade’s Biggest Shows?

Some of our most popular series include...

- Struggle Meals
- Make This Tonight
- Broken Bread
- Basic Versus Baller
- Funke
Tastemade+
A subscription video-on-demand service featuring ad-free, premium lifestyle programming.

available on

✓ sling
✓ hulu*
✓ amazon Prime
✓ prime video**
✓ Apple TV
✓ Google play
✓ App Store
✓ TASTEMADE.com

*Tastemade+ content available on Hulu with a Hulu subscription
**Tastemade+ content available on Amazon Prime with an Amazon Prime Subscription
Awards

2014
James Beard Awards
Best Series - Fixed Location or Instructional | Thirsty For

2015
Fast Company's Most Innovative Companies
Top 10 in Food (#5) | Tastemade

2016
The Webby Awards
People's Voice Award, Social - Food & Drink | Tastemade
The Streamy Awards
Food | Tiny Kitchen

2017
The Webby Awards
People's Voice Award Winner in Documentary - Series
(Online Film & Video) | Heritage

2018
James Beard Awards
Visual and Technical Excellence | Uncharted

The Telly Awards
Branded Content - General Food & Beverage | Dish
Social Video - Culture & Lifestyle | The Shift
Video Cinematography | Dish
Social Video - Food & Beverage | Dish

2019
The Webby Awards
People's Voice Award, Social - Food & Drink | Tastemade

2020
Digiday Worklife Awards
Most Collaborative Culture
The Streamy Awards
Social Good Awards - Company or Brand | Dave's Killer Bread, Second Chances

The Drum Content Awards
Best Creative Content Idea Using Video | Castello UK, Feed Your Senses

Digiday Marketing & Advertising Awards Europe
Best Branded Content Series (B2C) & Best Media Plan | Castello UK, Feed Your Senses

James Beard Awards
Outstanding Personality/Host | Broken Bread with Chef Roy Choi

Daytime Emmy Awards (Nominee)
Outstanding Culinary Host | Struggle Meals with Chef Frankie Celenza

LA-Area Emmy Awards
LA Local Color & Short Promo | Broken Bread

Webby Awards
Video: How-to & DIY, Showcase | Tastemade
People's Voice Award, Social - Content Series & Campaigns: Food & Drink | Sundays at Nana’s
People's Voice Award Winner, Social - Food & Drink | Tastemade
People's Voice Award Winner, Social - How-To, Explainer, & DIY | Self Defense Tips for Female Travelers

Fast Company's Most Innovative Companies
Top 10 in Media (#8) | Tastemade