

SUMMER 2024



BARBEQUE AND GARDEN INTEREST

Audience Description

Homeowners and cooking enthusiasts, predominantly aged 25-65, who take pleasure in outdoor cooking and gardening.

They enjoy hosting and are interested in culinary trends, garden maintenance, and outdoor decor.

Ad Opportunities

Tailored ads for:

- Marketing for grilling equipment, garden tools, outdoor furniture, and culinary classes
- Promote grilling accessories and offer special deals at the start of the season
- Create informative blog posts, social media content, and video tutorials with grilling tips, recipes, and techniques

