



6,000,000 Annual Packages
500,000 Monthly Packages

Home Chef was founded with a simple goal: to provide their customers with a delightful home cooking experience

Home Chef is one of the largest meal delivery companies in the United States, delivering pre-portioned ingredients and recipes weekly to their customers. Home Chef is now making their home delivery packages available to outside advertisers.

Home Chef is a company that delivers all the ingredients to prepare meals at home along with step-by-step recipes, to improve the cooking experience for customers throughout the United States in three important ways.

- Saving time by cutting out the need for customers to search for recipes and go to the grocery store.
- Reducing food waste by only sending customers exactly what they need.
- Bringing people together around the dinner table.

Demographics

- 74% female
- 20.7% are aged 35-44
- 27.4% are aged 25-34
- 67% are between the ages of 25-54
- ~50% have children
- ~75% report annual household incomes of \$75,000 - \$150,000

Max Specs

Max size 5.5 x 8.5

Printing Services provided upon request

Rate

\$115/M

The Home Chef PIP would be perfect for offers such as Home Furnishings and Décor, Travel, Apparel, Investment opportunities and self improvement.

