Get Cooking with Underdog Media

- 62% buy Gravy/Sauce Mixes
- 58% buy Marinades/Sauces
- 55% buy Tomato Products
- 54% buy Spices/Seasonings
- 50% enjoy Cooking
- 47% are Thanksgiving Holiday Cooks
- 46% buy Cooking/Salad Oils
- 48% buy Frozen Vegetables
- 45% buy Frozen Entrées
- 64% are Homemakers & Moms
- 40% are Top Chef Viewers
- 3.67x affinity to the Food Network
- 49% are Kids Lunchbox Packers
- 47% Thanksgiving Holiday Cooks
- 45% more likely to purchase Food & Beverage Products
- 43% shop for Food & Beverage Online

- ✓ 100% Viewable Display and Video Ad Units across desktop and mobile
  - ✓ Integration, large offerings and a variety of vast sources
  - ✓ Create a PMP or connect directly with us through OpenRTB
  - ✓ Direct and Unique Relations with Ads.txt implemented quality publishers

Slider Desktop & Mobile
728x90, 300x250, 160x600, 300x600, 320x50, 320x100

Video Desktop & Mobile
Duration - .06, .15, .30 and .60 sec
Mouse rollover user-initiated sound

*Placement Locations Include:
Rail (Right or Left) and Footer

+ 100% In View | + 130M Monthly Uniques | + Drive Engagement

Get in Touch
For more information about EDGE by UDM, please contact:
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