

Food & Drink CTV Package

Yahoo's Food & Drink CTV package reaches foodies, amateur cooks and bakers as they stream their favorite **Food & Drink** related content across all of their devices!

Food & Drink CTV Package
YDSP Deal ID: **163249922846332106**

50M+

Weekly Opportunities

Bid guidance

\$22 CPM

Sample publishers/channels



bon appétit

FOOD52



TASTEMADE

yahoo!



Cooking Post Pandemic

85%

of US consumers say they changed their eating habits because of the pandemic

71%

of US consumers said they plan to continue cooking more even as the pandemic ends

50%

of those who started cooking at home, say they are now confident in their abilities

Please contact your Yahoo representative for 3P DSP Deal IDs
Source: 1. PRNewswire, America Keeps on Cooking