Cooking Apps Are Publishers' New Secret Ingredient

This story was originally published in On Background with Mark Stenberg, a free, weekly newsletter that explores the key themes shaping the media industry. You can sign up for it here.

Given that I am writing about recipe websites, it's only fitting I start with a meandering personal anecdote before giving you the content you actually came to read.

Last Thanksgiving, I went upstate with a group of friends for the week, where we divided up cooking duties amongst the twelve of us. My friend Max and I were charged with preparing one dinner and one breakfast for the group of twelve, and we decided to get ambitious.

Recommended videos
https://www.adweek.com/media/cooking-apps-recipes-publishers-secret-ingredient/