



**APPETITO**

**Italian Food  
& Drink**

**[appetitomagazine.com](http://appetitomagazine.com)**

**2026 MEDIA KIT**

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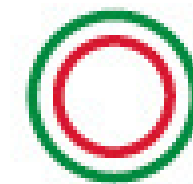
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# Appetito



**Appetito: Redefining Italian Food and Lifestyle Media**



 **APPETITO**

Appetito is a digital media company that specializes in **Italian food, drink, and the vibrant lifestyle that surrounds them.** Our platform has rapidly grown into a trusted voice for enthusiasts and connoisseurs, with **stunning content that captures the essence of Italian cuisine & lifestyle.** Our talents extend far beyond the screen, and we **Appetito is the gateway to a much larger world of Italian culture**—combining media, events, e-commerce, and more.

# Co-Founders



Andrew Cotto, Appetito's Editor-in-Chief, is an award-winning novelist and seasoned journalist with regular contributions to publications including *The New York Times*, *Men's Journal*, *Rachael Ray In Season*, *Parade*, *Italy* and *Brooklyn magazine* and *La Cucina Italiana*.

Andrew has written and spoken extensively about Italy since living for a year in the hills of Florence in the early aughts. He has appeared as an Italian cuisine expert on many major networks, including ABC, Fox, the BBC, and NBC. He has been hosted at prestigious venues such the 92<sup>nd</sup> Street Y, the Columbus Citizens Foundation, Eataly, the Italian Trade Agency and the Garibaldina Society. Andrew is a 2025 recipient of the Giambelli Culinary Award as presented by the Italian Language Foundation.



Publisher and Managing Editor Richard Martin is no stranger to launching new publications. He was a founding editor of *Complex*, *Food Republic*, *Miami* and *Manhattan* magazines, and the James Beard-nominated *Cured*. He met Andrew while serving as US editor of Condé Nast's *La Cucina Italiana*.

Richard is also co-author of a forthcoming series of books from publisher Hardie Grant NA, *Preserved: Condiments* and *Preserved: Fruits*, premiering in October 2023. He recently teamed with chefs Marcus Samuelsson and Jonathan Waxman to create the 2022 Audible Original documentary series *A Seat at the Table*, telling the story of 8 iconic restaurants. Richard started his career covering the music scene in the Pacific Northwest, and has contributed cultural, business, technology, travel, and real estate stories to publications including *New York*, *Men's Health*, *Robb Report*, *Monocle*, and *Crain's Business*.

# By the Numbers

Since launching in Spring 2023, Appetito has built a growing audience of Italian food, drink, and travel enthusiasts. Key numbers as of February 2026:



2.2 million monthly impressions



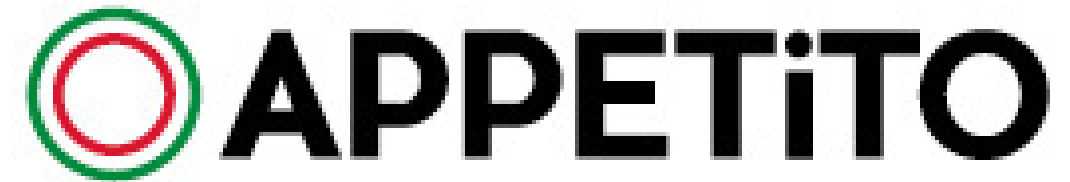
42K monthly pageviews



9.5K Instagram followers



3K newsletter subscribers



## Recipes

### Categories

Features

Recipes

News

Guides

Reviews

Travel

RECIPES

### Torta Sbrisolona: The Italian Streusel Dessert

A crumbly cake from Mantova that's more like a big cookie, Pecan Sbrisolona is the perfect Italian dessert to share on Thanksgiving.

 Deborah Dal Fovo November 25, 2024



COCKTAILS

### How to Make the Negroni Paradox From Miss Nellie's

A sweeter, more crushable version of a white Negroni from the eclectic bar Miss Nellie's in NYC's Hell's Kitchen, served with striking red orbs known as "Campari caviar."

 Sarah Tierney November 22, 2024



**Appetito's content is published daily, and includes recipes, guides, reviews, features, travel, and news.**

# Why Appetito?

Italian gastronomy is the portal to a lifestyle that inspires **health, wellness and a high quality of life** accessible to all. Who doesn't want to eat, drink and be happy?

Nobody does this like the Italians, and Appetito is here to not only celebrate the pleasures of consuming like an Italian but also the benefits. What we love most about all of this is that everyone is welcome. Our Italian table has a **place for all backgrounds, beliefs, identities and ages**. Appetito is for anyone who wants to join us and enjoy.

What we are not interested in is arguments about "sauce" vs. "gravy" or "authentic Italian cuisine" compared to "Italian American food." **It's all good as far as we're concerned**, and we will cover restaurants, chefs, purveyors, great Italian products, trends, destinations, and anything else that contributes to this remarkable palette of the Italian palate in America.



# 2026 Editorial Calendar

January/February	Travel/Trends
March	Spring Preview/Holidays
April	Names to Know/Recipes
May	Italian Wine & Spirits
June	Grilling/Cocktails
July/August	Restaurants
September	Fall Preview
October	Fall & Winter Recipes
November/December	Holidays (Thanksgiving & Christmas)

## As Seen in APPETITO

When chefs, cookbook authors, and other key personalities in the world of Italian food & drink want to reach an audience, they turn to **Appetito**. We have featured and collaborated with a who's who of Italian cuisine, including:



Rocco DiSpirito



Lidia Bastianich



Rachael Ray



The Pasta Queen



Alex Guarnaschelli



Massimo Bottura



Marc Murphy



Anthony Mangieri

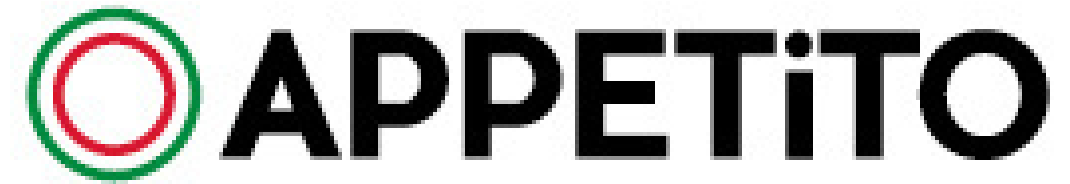
# Work with Appetito

Appetito Editor-in-Chief Andrew Cotto has written extensively about Italy since living for a year in the hills south of Florence over two decades ago. Through his award-winning novels and contributions to such publications as The New York Times, La Cucina Italiana, Conde Nast Traveler, Italy Magazine, and others.

Appetito can work with brands or establishments to help **connect to the Italian food and drink audience** in North America. Here are some of the ways Appetito can collaborate with you:

- **Branded content:** We can work with you to create content to feature on Appetito and on social media to showcase your products or brands.
- **Influencer marketing:** We can connect your brand with top social media influencers relevant to your products.
- **Social media content:** We can create high-quality, professionally-edited reels for social media platforms.
- **Video:** We work with world-class yet affordable production teams to create memorable video content
- **Sponsored content:** Run your posts alongside editorial content from Appetito.
- **Event hosting:** We can organize and host well-attended events to promote your establishment or brand, complete with editorial and social media coverage.
- **Custom publishing:** We can ideate and create digital or print publications to fit your needs.

*Email [Andrew@appetitomagazine.com](mailto:Andrew@appetitomagazine.com) or [Richard@appetitomagazine.com](mailto:Richard@appetitomagazine.com) for pricing, details, or to arrange a meeting.*

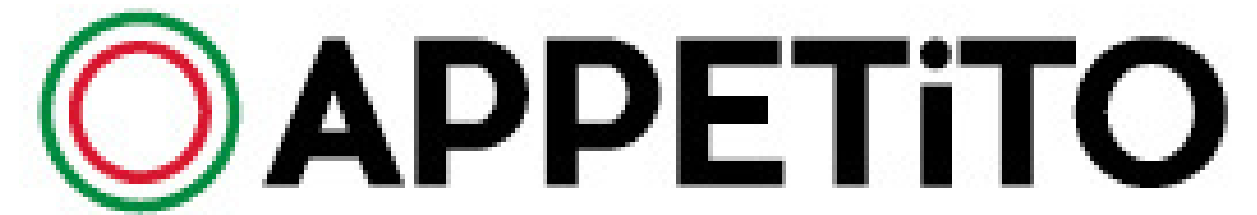


**Brands looking to showcase Italian and Italian-influenced products for a North American audience are looking to Appetito to grow sales and expand their reach, including:**

BONA  
FURTUNA



CAMPAIGN FINANCED ACCORDING TO UE REGULATION NO. 2021/2115



**Grazie!**

**For inquiries, get in touch:**

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**[richard@appetitomagazine.com](mailto:richard@appetitomagazine.com)**

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