

The food-lifestyle brand of the Netherlands

24KITCHEN is part of The Walt Disney Company and was founded in 2011 as the first and only food TV channel. The brand is the food-lifestyle platform of the Netherlands with a growing digital reach. It offers help and inspiration to every day-cooks. The programs are fun, recognizable, entertaining and surprising, presented by well-known chefs such as Dutch talents Miljuscha Witzenhausen, Danny Jansen, Job & Perry and Hugo Kennis. International culinary greats such as Jamie Oliver, Anthony Bourdain, Hairy Bikers and Nigella Lawson are also featured.

The website offers an extensive range of food inspiration with delicious recipes and videos. The core target is women aged between 35 and 54.

TV

Monthly reach ¹	4,130,000
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Audience Profile

Men	43%
Women	57%
6-15 years	3%
16-24 years	6%
25-34 years	11%
35-44 years	11%
45-54 years	16%
55-64 years	18%
65+ years	35%



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