

{ digital }

Where, when
& how
consumers
want to connect

2.4
million
monthly
unique visitors to
TasteofHome.com

Connect to a multimedia community

Magnolia Dream Cheesecake
Charlene Chambers
Ormond Beach, Florida

tasteofhome

{ digital }

Digital powerhouse

Created by and for our deeply engaged community, TasteofHome.com, Taste of Home on Facebook, our tablet versions and our new apps drive daily interaction and sharing for millions of hyper-connected foodlovers. Our robust and wide-ranging digital assets offer an ideal platform for integrated programs.

Growing force

- **TasteofHome.com: 2.4 million monthly unique visitors**, record-breaking traffic in December with **3.6 million uniques***
- **Q1'11 uniques +34%** vs. a year ago**
- **#3 food site** for time spent per visit*

Passionate & social communities

- **1,147,000+** registered members — +39% vs. last year
- Sharing and exchanging in nearly **400,000** posts per year to 50+ forums, groups and blogs
- **185,000+** fans on Facebook

Targeted e-newsletters

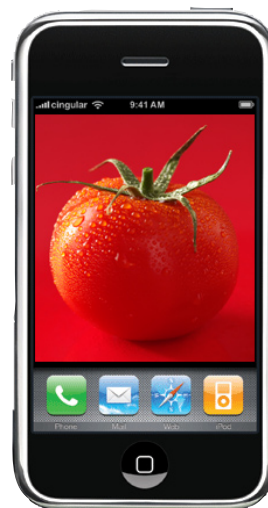
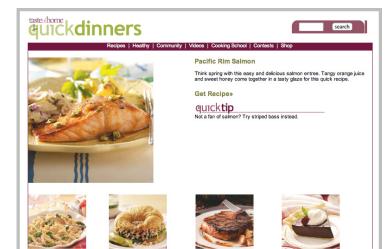
- **15** themed **newsletters** inspire consumers daily, weekly and monthly — **total of 945+** delivered per year
- **9.4+** million opt-in circulation +39% vs. year ago, open rates of up to 45%, an unheard-of rate***

Tablet versions

- Interactive magazine on **Zinio and Nook platforms**, launched in April

New mobile app

- Seasonal ingredient recipe app for smartphones **launching Summer 2011**



Sources: *comScore May 2011; **comScore, January-March 2011 vs. January-March 2010; *** Strongmail May 2011; Facebook #s as of 6/21/11

tasteofhome MEDIA

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPs

Contact your local sales representative or Mary Gilbert, Associate Publisher, at 646-293-6079 or Mary_Gilbert@rd.com

lifestyle communities
@ RDA

sharing an appetite for life