

The Fastest-Growing Online Food Community

Incredible growth and passionate engagement create constant buzz.

Grassroots Sharing Creates Involvement

- 53,000,000 impressions a month
- 1.9 million unique visitors
- 550+ blogs
- 45,000+ recipes e-mailed to others in December

...Amazing Loyalty

- Third highest return visitors rate among top food sites
- Among the top 5 food sites for average time spent
- 660,000 posts in past year create constant conversation

...And Appetite for More

- “Holiday Cookie Countdown” e-newsletter drove the highest open rates and clicks — and generated over 1.6 million page views in 13 days
- 5 million combined e-newsletter circulation
- 15,000+ contest entries each month

Source: comScore MediaMetrix, December 2008;
Taste of Home Registration Database

