

Connect to a multimedia community

{ digital }

Where, when
& how
consumers
want to connect

2.6
million
monthly
unique visitors to
TasteofHome.com

Magnolia Dream Cheesecake
Charlene Chambers
Ormond Beach, Florida

tasteofhome

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: 2.6 million average monthly unique visitors, record-breaking traffic in December with 3.6 million uniques*
- +33% vs. a year ago
- Top 20 trafficked food site for past 33 months

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
- 220,000+ fans on Facebook and growing

Targeted e-newsletters

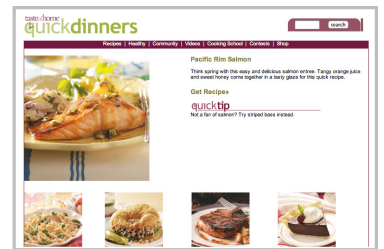
- 15 themed newsletters inspire consumers daily, weekly and monthly — total of 945+ delivered per year
- 9.6+ million opt-in circulation +53% vs. year ago, open rates of up to 32%, an unheard-of rate***

Tablet versions

- Interactive magazine on Zinio and Nook platforms, launched in April 2011

New mobile app

- Seasonal ingredient recipe app for smartphones launched July 2011



Sources: comScore Past 12 month average; comScore, January-March 2011 vs. January-March 2010; Strongmail August 2011; Facebook #s as of 10/19/11

tasteofhome MEDIA

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPS

Contact your local sales representative or Jan Studin, VP Publisher, at 646-293-6079 or Jan_Studin@rd.com