

## Where engagement meets scale

0.1 ad effectiveness

Wordmoves the needle

Red Velvet Whoopie Pies Judi Dexheimer Sturgeon Bay, Wisconsin

Jessie Sarrazin Livingston, Montana

> Lemony Gingerbread Whoopie Pies Jamie Jones Madison Georgia

Chocolate Dream Whoopie Pies Jill Papke Oconomowoc, Wisconsin



## Engagement that inspires consumers & sales

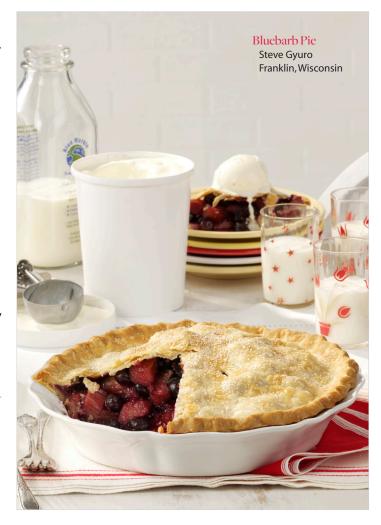
Taste of Home readers' #1 engagement moves the needle for product sales. With user-generated content that inspires powerful ownership, trust and action, Taste of Home leads the industry in driving word-of-mouth like no other brand.

## Consumers make it their own

- Nearly 1 million consumer content submissions each year
- 40,000+ editorial contest entries per month
- 1,000+ volunteer Field Editors
- 300,000+ paid attendees at the Taste of Home Cooking Schools — 92% talk about the Cooking Schools to 6+ people, 86% are more likely to buy/try the products used\*
- 1,147,000+ registered members on TasteofHome.com
- Top 5 for time spent per visit among top 20 trafficked food sites\*\*
- 220,000+ Facebook fans
- Constant touchpoints: 65% interact with the brand beyond the magazine or website — social media, blogs, recipe submissions\*\*\*
- 47% regularly share ideas/recipes from Taste of Home with family and friends

## #1 where it matters

- #1 among all 134 VISTA-measured magazines:\*\*\*\*
  - Purchased product/service
- #1 among competitive magazines:\*\*\*\*
  - Actions taken
  - · Read 4 out of 4 issues
  - Rate us one of their favorites/very good
  - Read issue within 3 days of receiving



Sources: Taste of Home Test Kitchen; Spring 2011 SRi Cooking School Study; "comScore August 2011;" 2011 Taste of Home Reader Study; Facebook #s as of 10/19/11; ""Affinity VISTA, January 2010-May 2011, competitive set includes Better Homes & Gardens, Bon Appetit, Cooking Light, Everyday Food, Family Circle, Good Housekeeping Ladies' Home Journal, Martha Stewart Living, O, The Oprah Magazine, Redbook, Woman's Day



MAGAZINES

DIGITAL

COOKING SCHOOLS

сооквоокѕ

SIPs