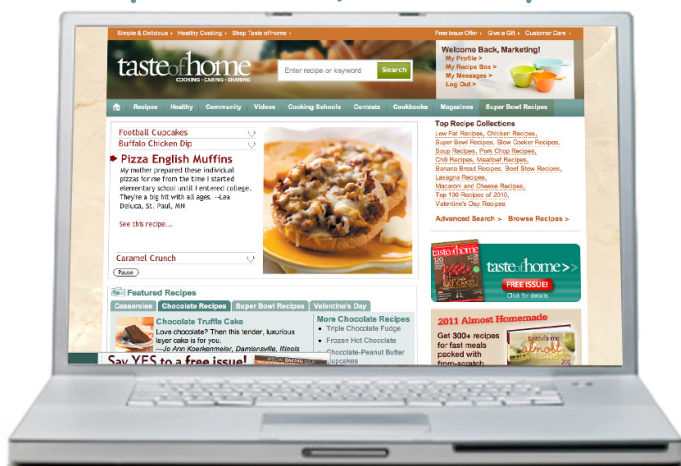


## Join the conversation at TasteofHome.com

With user-generated content at its heart, TasteofHome.com is a daily engine for driving buzz within our multimedia community. Our digital assets offer an ideal platform for integrated partnerships reaching **3.6+ million consumers**.



tasteofhome  
COOKING SCHOOL



### GROWING SCALE & ENGAGEMENT

- **Top 20 food site** out of 330+ with **3.6+ million** monthly unique visitors — up 71% over a year ago
- **Top 5 of Top 20** highest trafficked food sites for repeat visitors\*

### PASSIONATE COMMUNITIES

- **1,027,000+** registered members — up 40% vs. last year\*\*
- Driving **440,000** posts per year to 50+ forums, groups and blogs\*\*\*

### PREMIUM FOOD AND LIFESTYLE CONTENT

- Recipes including sub-categories by occasion, meal and cuisine
- Holidays & Celebrations
- Healthy
- Community
- Videos
- Cooking Schools
- Contests

### DIGITAL CAMPAIGN CAPABILITIES

- Custom content hubs, contests and sweepstakes
- Channel sponsorship by holiday, meal and cuisine
- Editorial homepage marquee sponsorship
- Wallpaper sponsorship
- Interactive messaging within site content
- Branded ingredient across recipe database
- Integrated partner recipes
- Sponsored search results, custom units within recipe results
- Printer-ready recipe sponsorship
- Field Editor recipe/product review/blog with seeded content across social media

### TARGETED E-NEWSLETTERS

- **13** newsletters, featuring specific themes or customized content
- **6.5+ million** circulation with impressive open rates up to 35%\*\*\*\*

### EXPANDING SOCIAL MEDIA

- **144,000+** fans and followers across Facebook and Twitter!

**Integrate your brand within one of America's most engaged online communities.**

Contact your local sales representative or Mary Gilbert, Advertising Director,  
at 646-293-6079 or Mary\_Gilbert@rd.com