

## 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 **2.8+ million consumers**.

### GROWING SCALE & ENGAGEMENT

- **Top 20 food site** out of 330+ with **2.8+ million** monthly unique visitors — up 65% over a year ago
- **Top 5 of Top 20** highest trafficked food sites for repeat visitors and page views per visit\*

### PASSIONATE COMMUNITIES

- **965,000+** registered members — up 44% vs. last year\*\*
- Driving **450,000** 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

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

### EXPANDING SOCIAL MEDIA

- **130,000+** fans and followers across Facebook and Twitter!



tasteofhome  
COOKING SCHOOL



**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