



tasteofhome.com

CLICK.
COOK.
SHARE!



By Food Lovers, For Food Lovers

TasteofHome.com is where America's passionate home cooks come to connect, share and get inspired every day. Our unique mix of user-generated recipes and reviews, videos, forums and more drives a highly engaged community and traffic for your brand.

- **1.7 million** unique visitors a month (+44% over a year ago), more traffic than Epicurious and Myrecipes.com
- **400,000+** registered members
- **5,000,000+** subscribers to e-newsletters, with phenomenal "open rates" of 30-65%
- **5,000,000+** posts in forums and groups

One of the fastest growing online food communities, the companion to America's #1 food magazine and largest live cooking school series!

Great Site Features Drive Daily Traffic & Phenomenal Growth

New Faster, Easier Recipe Search

User-friendly, targeted search of 35,000+ recipes with photos, ratings, nutrition facts and comments



Healthy Cooking Channel

Menu suggestions, recipe make-overs, special diet and live-well tips to support a healthy lifestyle, a perfect home for your get-healthy messages

Community

Cook-to-cook sharing and engagement through over 5 million posts in dozens of community groups and forums

Video

Tips, techniques and inspiration for new and experienced cooks with 1,000+ videos from users, Taste of Home Test Kitchens and around the Web



Contests!

Monthly recipe contests and exciting sweepstakes

Cooking School Channel

Brings our #1 nationwide cooking school program to life with recipes, photos from shows, blogs from our Culinary Specialists hosts and deeper content from sponsors



Newsletters

14 special-interest newsletters on Slow Cookers, Light Desserts and Cost Saving Meals and more deliver highly engaged and targeted consumers

Click. 51% are coming to the site more than once a week

Cook. 71% prepare meals 5-6 nights a week

Share! 50,000+ tips, recipes and comments posted monthly
30,000+ recipes sent to a friend monthly

*Source: Comscore; Taste of Home Website Satisfaction Survey, April 2009; Strongmail

Unique Visitor Profile*

- 60% Female
- 45.5 Average Age
- 48% College educated
- 55% Employed
- 71% Married
- \$79,800 Average HHI

Contact your Taste of Home account representative