

## FineCooking.com users are engaged, affluent, and ready to buy!



- 90% of users cooked with a recipe on this site
- 95% consider themselves to have intermediate to advanced cooking skills
- 51% visit this site 2-6 times per week
- 66% find ads on this site to be useful

[ Source: Web survey results ]

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**FOLIO  
OMMA  
WEBBY**

## We deliver more customers month after month

Steady growth = greater exposure to passionate cooks

- 46% growth in Visitors year-over-year

[ Source: Google Analytics & HBX, August 2011 ]

## Get your brand in front of more buyers

Growing Audience = Increased brand exposure for you

- Page Views/month 2,600,000+
- Visits/month 1,012,000+
- Uniques/month 768,000+
- Average Visit Length 2.3 minutes

[ Source: Google Analytics & HBX, August 2011 ]

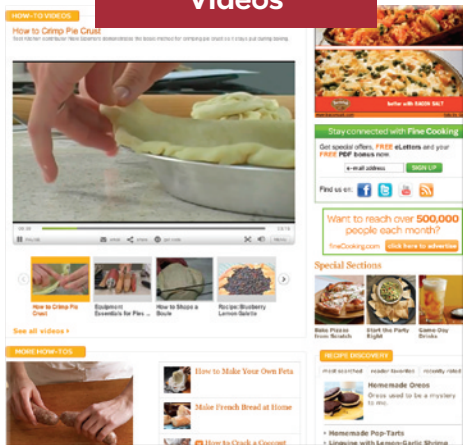


**Our site audience is  
84% female, affluent  
(median income  
\$90,500+), and  
ready to purchase.**

## eLetters



## Videos



## Recipe Maker



## Integrated Advertising Opportunities:

Our multi-platform programs are the ultimate in consumer interaction. With a variety of exciting and customizable opportunities, advertisers can increase exposure, brand awareness, and sales.

- **DISPLAY ADS: ROS** (run of site) and custom targeted channels.
- **eLETTERS:** From traditional display advertising to fully integrated advertiser opportunities that reach a highly engaged, opt-in audience.
- **VIDEOS:** Pre/mid/post roll, overlays, advertiser video, and video series sponsorships.
- **CONTESTS & SWEEPSTAKES:** Advertiser-sponsored gallery contests or sweepstakes that provide a sponsor with product and brand exposure.
- **COMMUNITY:** Blog sponsorships, sweepstakes, and reader gallery contests with editorial tie-in.
- **GAMES:** Simple game integration or fully customized multimedia experiences.
- **INTERACTIVE TOOLS:** Advertisers have integrated opportunities for product placement, coupons, and other custom sponsorship elements.
- **SHOWCASES:** Full, module, or section sponsorship of topic-specific microsites.
- **SPECIAL OFFERS FOR MEMBERS ONLY:** customizable opportunities and benefits specially designed for a highly qualified audience of magazine subscribers and online members.