

# FineCooking.com

## For people who love to cook

FineCooking.com enhances the robust content of *Fine Cooking* magazine with extras that expand upon current magazine content—recipes, videos, and an ever-changing assortment of tips and techniques.

### Interested in advertisements

**80%** had cut/printed out/used a recipe

**90%** would consider purchasing a product or service

**64%** have requested information on a product or service

Source: 2016 Audience Profiling Study, Harvey Research

### Average Monthly Traffic:

**2.5 Million+** unique visitors

**3.3 Million+** visits

**5.1 Million+** page views

Source: Google Analytics: 12/2015–12/2016

### We'll Help You Build a Custom Online Campaign

Standard IAB Units | Rich Media Units

Homepage Takeover | Pre-Roll

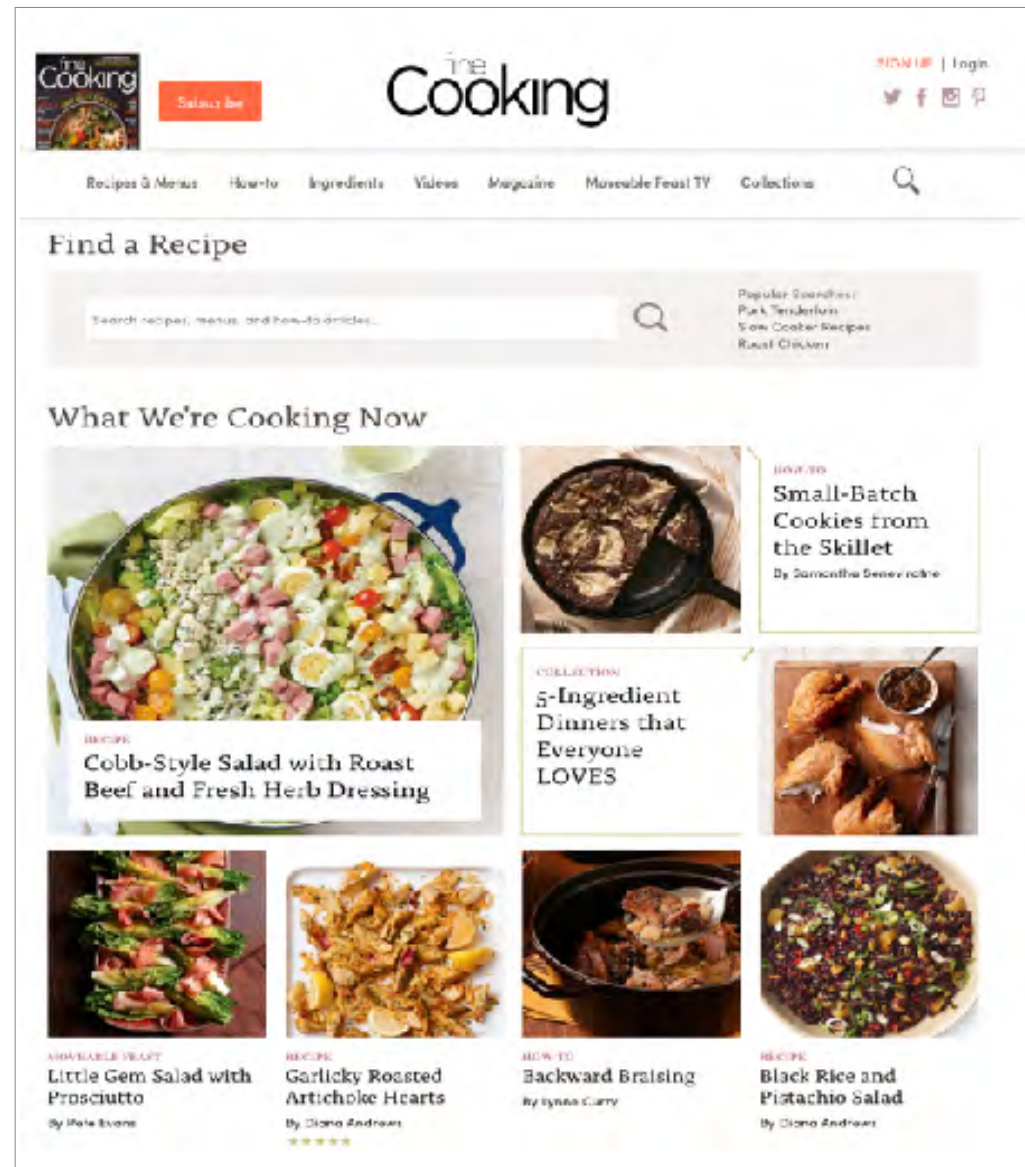
Specialized Video Units | Social Media Programs

Lead Acquisition | Contest and Sweepstakes

Interactive Games | Product Integration

Native Advertising

Branded Content



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finecookingmediakit.com • For more information, contact us at 800-309-8940

# Fine Cooking eLetter

**Increase the effectiveness of your ad campaigns by using Fine Cooking eLetters to help broaden your reach, build brand awareness, and boost sales.**

Our *Fine Cooking* eNewsletter is published regularly throughout the year to keep our opt-in audience of cooking enthusiasts up-to-date with the latest news.

We offer advice on seasonal recipes and menus, techniques for cooking with what's fresh in the market, and ideas for holidays and entertaining. Reach a broad audience of cooks eager to learn more about recipes, new techniques, kitchen tools, and tricks.

## eLetter Opportunities

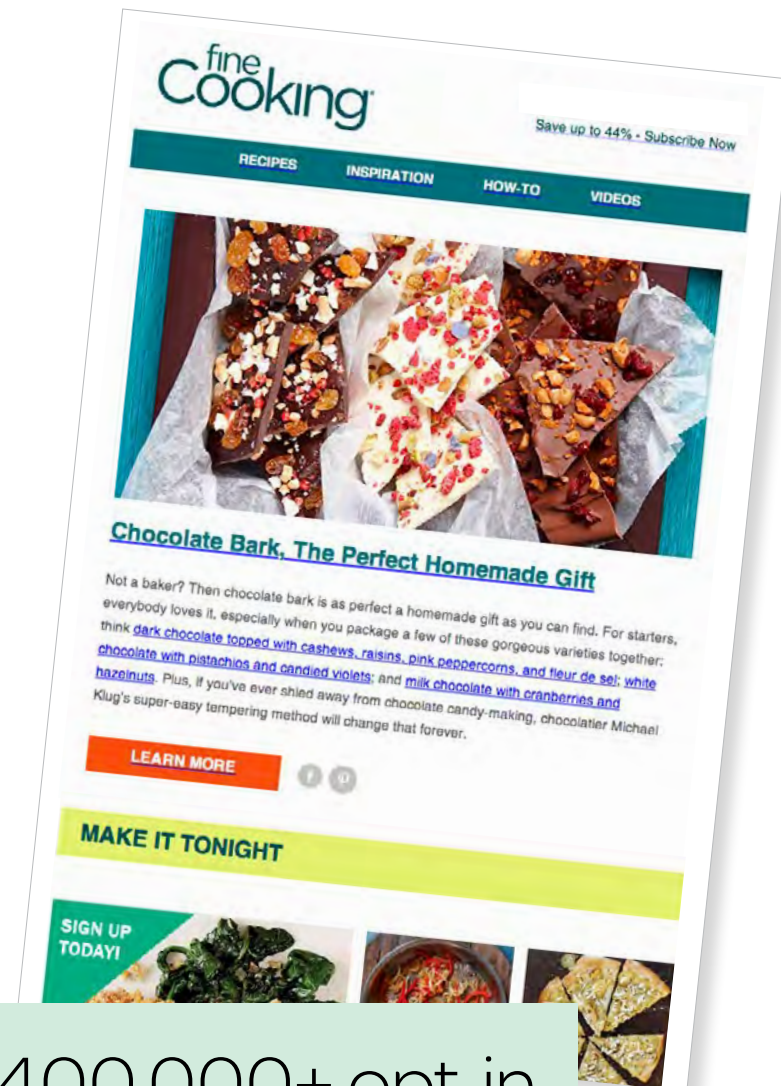
**eNewsletter:** 300x250 or promotional mention

**Sponsored eLetter:** Advertiser gets all three ad spots in eLetter

**Custom Themed eLetter:** Content themed around an advertiser with one ad in eLetter

**Dedicated eLetter:** Advertiser provides all eLetter content

**Enhanced eLetter:** Advertiser featured in two eLetter ad units and a sponsored editorial content piece including advertiser road-blocked ad units on article page with eLetter click-throughs for 10 days.



400,000+ opt-in  
SUBSCRIBERS

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# Online Demographics

Demographics	Result
Gender	79% Female
Ages 25-54	38%
Average HHI	\$246,000
Home value (Average)	\$542,386
College degree or higher	72%
Married	70%
Have children in household	16%
Consider themselves to be advanced/expert cooks	50%
Consider themselves to be intermediate cooks	42%
Enjoy baking / Participated in baking past 12 months	74%

Source: 2016 Audience Profiling Study, Harvey Research

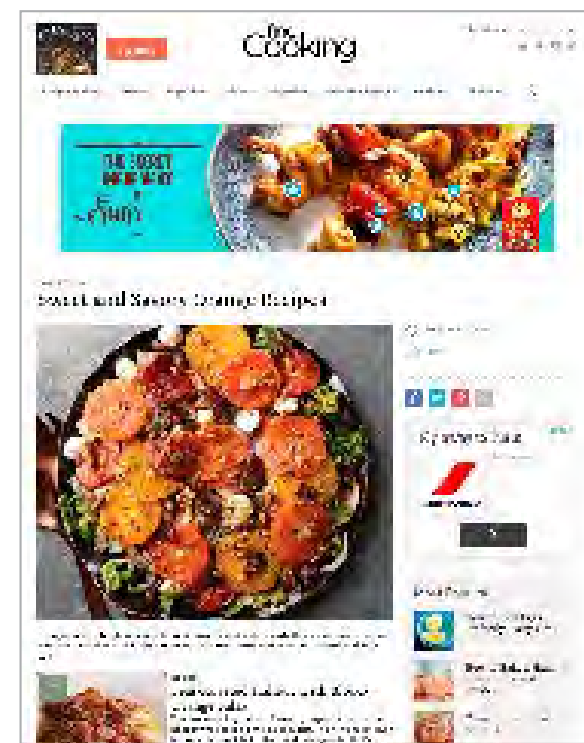


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# FineCooking.com Rates & Specs

Ad Unit	Size	Rate
Run of Site (ROS)	300 x 250, 728 x 90	\$20 CPM
Inread	16:9 HD Video	\$30 CPM
MREC (Big Box)	300 x 250	\$20 CPM
MREC (Big Box) Expansion	300 x 250 (max 504 x 250)	\$20 CPM
Half-Page	300 x 600	\$20 CPM
Leaderboard	728 x 90	\$20 CPM
Leaderboard Expansion	728 x 90 (max 728 x 225)	\$20 CPM
Homepage Roadblock Sponsorship	728 x 90 and 970 x 250	\$10,000/wk
Mobile Sponsorship	320 x 50	\$20 CPM
Taunton Audience Platform (TAP)	728 x 90	\$20 CPM
Taunton Audience Platform (TAP)	300 x 250	\$20 CPM



**File format:** .jpg, .gif, .html5 (third-party only)

**Max file size:** 40k at 72dpi, 200k for html5

**Animation loops:** 15 seconds at 3 loops max with CTA in final frame

**Run of Site Specs and Expansion Units:** Accepts third-party banners and site-served banners





# Rich Media Units Rates & Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners		Rate
				TP	SS	
Pre-Roll	High resolution at 1080p (1920 x 1080). 16 x 9 aspect ratio	Video, MP4	40k at 72dpi with 25 frames per second max, 15 seconds total	Yes	Yes	\$30 CPM
Site Skin	Two (2) images: 200 x 800 at 60kb each side. Site content is 990px.	.jpg or .png	100k at 72dpi	No	Yes	\$3,000/wk
Interstitial	640 x 480	.jpg, .gif, HTML5	10 seconds with 24 frames per second max	Yes	Yes	\$60 CPM

**TP:** Third Party Banners  
**SS:** Site Serve Banners

# Rising Star Units Rates & Specs

Ad Unit	Dimensions	File Format	Max File Size	Banners		Rate
				TP	SS	
Billboard	970 x 250	.jpg, .gif, HTML5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No	\$20 CPM
Portrait	300 x 1050	.jpg, .gif, HTML5	80k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No	\$30 CPM
Push Down	970 x 90	.jpg, .gif, HTML5	60k at 72dpi with 24 frames per second, 15 seconds at 3 loops max	Yes	No	\$30 CPM
Film Strip	300 x 600	.jpg, .gif, HTML5	60k at 72dpi with 24 frames per second	Yes	No	\$30 CPM

**PLEASE NOTE:** We accept html5 for all ad unit sizes. Max file size is 200k. Third-party served only. Rising Star units to be advertiser created/supplied. Visit Interactive Advertiser Bureau (IAB) website at [www.iab.com](http://www.iab.com) for more detailed specs.



# eLetter Rates & Specs

Ad Unit	Size	Rate
MREC eLetter	300 x 250	\$15 CPM
Sponsored eLetter	300 x 250	\$20 CPM
Enhanced eLetter	300 x 250	Upon request
Customized Themed eLetter	Themed content	Upon request

**File format:** .jpg, .gif

**eLetter Specs:** Site Serve Banners only

**Max file size:** 40k at 72 dpi



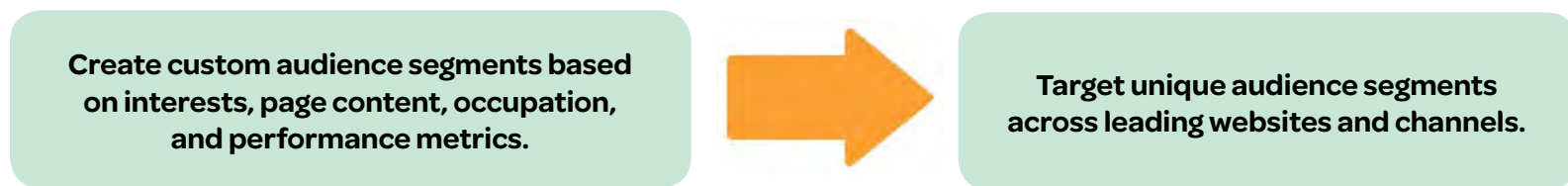
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# Fine Cooking Audience Re-Targeting

## Drive business with first-party audience data

**What is first party audience data?** *Fine Cooking* collects and analyzes data generated across web properties and our offline databases such as email, CRM and magazine subscriptions. We use this data to create custom audience segments based on customer and subscriber information, behavior, actions, interests, and occupations. We can then target these custom data segments on your behalf across channels—display, mobile (tablets and smartphone), social, and video inventory.

Unique first-party audience data is an extremely valuable asset and provides marketers access to their ideal target audiences. Leveraging this data in your marketing efforts increases engagement, awareness, and effectiveness/ROI of your ad campaigns.



### Identify your Audience:

Work with your account manager to identify the exact audience segments you are looking to reach. We will then build the ad program to target these *Fine Cooking* Audience segments.

### Target your Audience:

Target your ideal audience across the web on leading sites such as the comScore top 1,000. Depending on the campaign and target, *Fine Cooking* will refine the reach through real-time optimization to maximize effectiveness.

### Increase Performance:

Include *Fine Cooking* Audience Targeting in your advertising campaigns to increase targeted reach and improve performance and engagement metrics while maintaining efficiency.



# Online Advertising Terms and Conditions

By placing an Insertion Order for advertising on a Web site of Taunton Interactive, Inc., the Advertiser and its agency, if there be one, each agree to the following terms and conditions with respect to such advertising (collectively, "Terms").

1. Insertion Order; Optimization; Ad Servers. Taunton Interactive, Inc. agrees to deliver, and Advertiser and/or its agency, if there be one, each agree to pay for the services on the applicable Insertion Order which Insertion Order is incorporated herein by this reference (collectively, "Services"), according to rates specified on the Insertion Order and subject to these Terms. Subject to available inventory and appropriate rate adjustment, positions on the Insertion Order may be adjusted ("optimized"); provided that the total financial obligation of the Advertiser and/or the agency, if there be one, under the Insertion Order are not reduced ("Optimization"). Optimizations are subject to Taunton Interactive, Inc.'s prior approval, with applicable terms documented via email, and the confirmation of acceptance by either Advertiser or its agency, if there be one, via reply email, and such terms shall be jointly and severally binding on Advertiser and agency, if there be one, and made part of the Insertion Order as though fully set forth therein.

2. Ad Servers and Counting. Taunton Interactive, Inc. shall only recognize its third party ad servers and other nationally recognized third party ad servers as may be agreed upon in writing by Taunton Interactive, Inc. and the Advertiser and/or its agency, if there be one, in advance, but Taunton Interactive, Inc.'s applicable ad server(s) shall be the official counter(s) for determining impressions delivered, invoices, and payment. Any of Advertiser's and/or its agency's third party ad server reporting that is not previously affirmatively approved by Taunton Interactive, Inc. in writing is not accepted.

(a) Makegoods. If actual inventory delivered with respect to a particular advertisement placement falls below guaranteed levels on the Insertion Order according to Taunton Interactive, Inc.'s applicable ad server counts by not more or less than 10%, and/or if there is an omission of any advertisement (placement or creative unit), Advertiser and/or its agency, if there be one, and Taunton Interactive, Inc. will make an effort to agree upon the conditions of a makegood at the time of shortfall. If no makegood can be agreed upon, Advertiser and/or its agency, if there be one, may execute a credit equal to the value of the under-delivered portion of the Insertion Order for which it was invoiced. In the event Advertiser and/or its agency, if there be one, made a cash pre-payment to Taunton Interactive, Inc., specifically for the Insertion Order for which under-delivery applies, then if Advertiser and/or its agency, if there be one, is current on all amounts owed to Taunton Interactive, Inc. under any other advertising agreement, Advertiser and/or its agency, if there be one, may elect to receive a credit for the under-delivery equal to the difference between the applicable pre-payment and the value of the delivered portion of the Insertion Order. Makegoods are not available (a) when under-delivery or omission of an advertisement is attributable to Advertiser's and/or agency's (i) delayed, incorrect or incompatible Ad Materials or (ii) failure to follow applicable Policies (as defined in Section 4 below), (b) for failure to deliver impressions according to any specific daily or weekly distribution, (c) for impressions marked on the Insertion Order as "estimated" or "not guaranteed", (d) for sponsorship, exclusive or similar placements, or (e) for preemptive placements and/or impressions. This section sets forth the sole and exclusive remedy for any failure of Taunton Interactive, Inc. to fulfill its obligations under the Insertion Order.

(b) Bonus Impressions. Where Advertiser and/or its agency, if there be one, utilizes a previously approved third party ad server, Taunton Interactive, Inc. will not bonus more than 10% above the guaranteed levels on the Insertion Order on the difference between the third party counts of Taunton Interactive, Inc. and Advertiser without the prior written consent from the Advertiser and/or agency, if there be one. Permanent or exclusive placements shall run for the specified time regardless of over-delivery, unless the Insertion Order establishes an impression cap for third party ad served activity. Advertiser and/or its agency, if there be one, shall not be charged by Taunton Interactive, Inc. for any additional advertisements above any level guaranteed in the Insertion Order. If a previously approved third party ad server is being used and Advertiser and/or its agency, if there be one, notifies Taunton Interactive, Inc. that the guaranteed level stated in the Insertion Order has been reached, Taunton Interactive, Inc. will use commercially reasonable efforts to suspend delivery and, within 48 hours, may either: (i) serve any additional advertisements itself or (ii) be held responsible for all applicable incremental advertising serving charges incurred by Advertiser and/or its agency, if there be one, after such notice has been provided and associated with over-delivery by not more than 10% above such guaranteed levels.

3. Cancellation. (a) At any time prior to the serving of the first impression of the Insertion Order, the Advertiser and/or its Agency, if there be one, may cancel the Insertion Order with 30 days prior written notice, without penalty. For clarity and by way of example, if the Advertiser and/or its Agency cancels the Insertion Order 15 days prior to the serving of the first impression, Advertiser and/or its Agency will only be responsible for the first 15 days of the Insertion Order. Cancellation notice must be sent via facsimile to Taunton Interactive, Inc. at (203) 426-3434 Attn: WEB ADs and will

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be deemed given upon Taunton Interactive, Inc.'s confirmation of receipt. (b) Once accepted by Taunton Interactive, Inc., Insertion Orders seeking exclusive placement/sponsorship by an Advertiser and/or its Agency, if there be one, may only be cancelled, altered and/or modified on prior written notice to Taunton Interactive, Inc. no less than 30 days prior to the scheduled commencement date of such exclusive placement/sponsorship. In no event may any exclusive placement/sponsorship be cancelled, altered and/or modified within such 30-day period without the acknowledgement and written consent of Taunton Interactive, Inc. Upon the serving of the first impression of the Insertion Order, Advertiser and/or its Agency, if there be one, may cancel the Insertion Order for any reason, without penalty, by providing Taunton Interactive, Inc. written notice which will be effective after the later of: (i) 30 days after serving the first impression of the Insertion Order; or (ii) 14 days after providing Taunton Interactive, Inc. with such written notice. (c) Either party may terminate an Insertion Order at any time if the other party is material breach of its obligations hereunder that is not cured within 10 days after written notice thereof from the non-breaching party, except as otherwise stated in this Agreement with regard to specific breaches. (d) Short rates will apply to buys that are cancelled to the degree stated in the Insertion Order. (e) Cancellations or changes in Eletter orders are not accepted after an Eletter deploy date. (f) Digital campaigns including Added Value items, sponsorships, or other program elements that include development on the part of The Taunton Press or Taunton Interactive cannot be cancelled once the program elements go into production. "Production" may include, but are not limited to, creative development and design, script writing, video production, post editing, recipe development, or other specifically defined project element.

