

# ifood.tv

Your Food Network!

display advertising

social media

product reviews

sponsorships

blog outreach

video creation



[ build your brand online ]

**Our Company**



**[Unique Visitors] Properties**

- [ 6.4 million ] Food Network
- [ 6.4 million ] Allrecipes
- [ 3.2 million ] Cooks.com
- [ 3.1 million ] Recipezaar
- [ 3.0 million ] **ifood.tv**
- [ 1.2 million ] epicurious.com

*At iFood.tv, foodies are coming together to express themselves, meet other foodies, find recipes and share experiences through storytelling.*

*Professional chefs are using iFood.tv to gain exposure and build their brand*

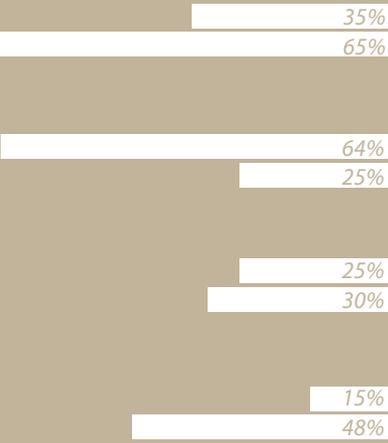
over 10,000,000 page views per month and growing double digits every month.

over 750,000 videos streamed every month.

#1 destination for food and cooking video content.

Source: Quantcast, September 2010

**We attract**



- Gender: Male, Female
- Age: 35+, 18-34
- Income: \$100k, \$65-100k
- Education: Grad School, College

**a mature and affluent audience**



**What we do**

**[ fresh | innovative | effective ]**

content aggregation

social media

product reviews

sponsorships

blog outreach

video creation



## Our Strategy



We provide clients with fresh, innovative and effective solutions for connecting with their target audience

Develop and execute [ **integrated, non-traditional media and communications programs** ]

Leverage [ **social media and community features** ] to engage your target audience

Deliver brand messages in different formats through [ **multiple touch points** ]

Influence and engage [ **early adopters** ]

[ **Grass roots viral campaigns** ] - not just banner advertisements

### Display Advertising

Run banner advertisements on ifood.tv and across our partner network.

Contribute recipes that would be branded with logo and marketing messages.

Promotions through Newsletters and Widgets.

### Sponsorships

Run sponsorships on specific ifood.tv category pages.

Give away products and samples.

Run games, contests, and events.

### Social Media

We create a group for you and build community around it - content, comments, rating, reviews, and a forum for consumers to interact and participate.

Social media marketing for your recipes, videos, and blogs to generate brand buzz.

### Video Creation

We create, host, distribute and promote your videos across our network

Video advertisements and product placements

### Product Reviews

Get products reviewed by early adopters.

Our community creates videos, writes recipes, and talks about your product in blogs.

### Blog Outreach & Influence

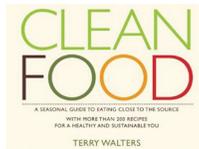
Leverage our blogger network to reach niche audience.

Influence behavior through conversational marketing.

Clients / Partners



Mercedes-Benz



sandra lee  
Semi-Homemade



FOR THE WAY IT'S MADE.®



[ yellow tail ]



TEQUILA  
PATRÓN



mushrooms.canada



**Recent Campaigns**

**Spicy Corn Salad Recipe Video**  
This spicy corn salad is a great addition to your summer barbecue. Enjoy this easy to make delicious spicy, tangy salad.

**Product placement in sponsored videos to support new product launch**

By Same Chef  
Bison 3 ways Views: 422  
No Image Available  
How To Make Spaghetti Views: 15652  
How To Make Sweet Potato Views: 15192  
How To Make Pasta Views: 14907

**Halloween Dinner for Kids Recipe Video**  
Food Network star Sandra Lee shows TODAY's Amy Robach some easy last-minute Halloween dinners.

**Sponsored Video to promote Sandra Lee's latest cookbook**

Horizon Little Blends Made w/Whole Milk, Fruits, Veggies. Wholesale snack for babies!  
Quick & Easy Snack Ideas Eat Freshly with New Hot Pockets® Pizzeria. Join the Movement!  
Frozen Grands!® Biscuits Pillsbury® Grands!® Biscuits. Just like homemade. From your freezer.

**Shows**  
Food Videos - Grandma's Peanut Butter Pie - By USFireandRescue.com

**Ad Insertions in the Videos**

Grandma's Peanut Making Fresh Pasta Little Norri Rolls Grilled Whole  
Holiday cooking w/... Great recipes and tips for coming Holidays. Holidays are the perfect time to bring out your magic wand and whip up some...  
Amy's Kitchen Our best few makes cooking fun with quick, easy and delicious recipes!  
Middle Eastern Cooking... Moroccan Cooking...

**Custom Campaigns**  
Have FRUITS! Use yours for a chance to win a \$120 gift card >>>

**Community involvement and contribution**  
Recent comments:  
White House Press Dinner, Pt. 1 - Art O...  
Wow I love these White House Press Dinner Cookbooks! Try are so easy and comm...  
Kimchi Pancake What is Kimchi? The Kimchi Pancake looks deli...  
Grilled Getting healthy are some of the healthy methods of cooking. I love the way you ha...  
White House Press Dinner, Pt. 2 - Art...  
Thanks chef for the art of drink making. I love to see what's up in my kitchen!...  
Spicy Pork Bone Soup I never knew Korean soups are so delicious and easy to prepare. I always love rice...  
By: Asama-prince



**Contact us for your advertising needs!**

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