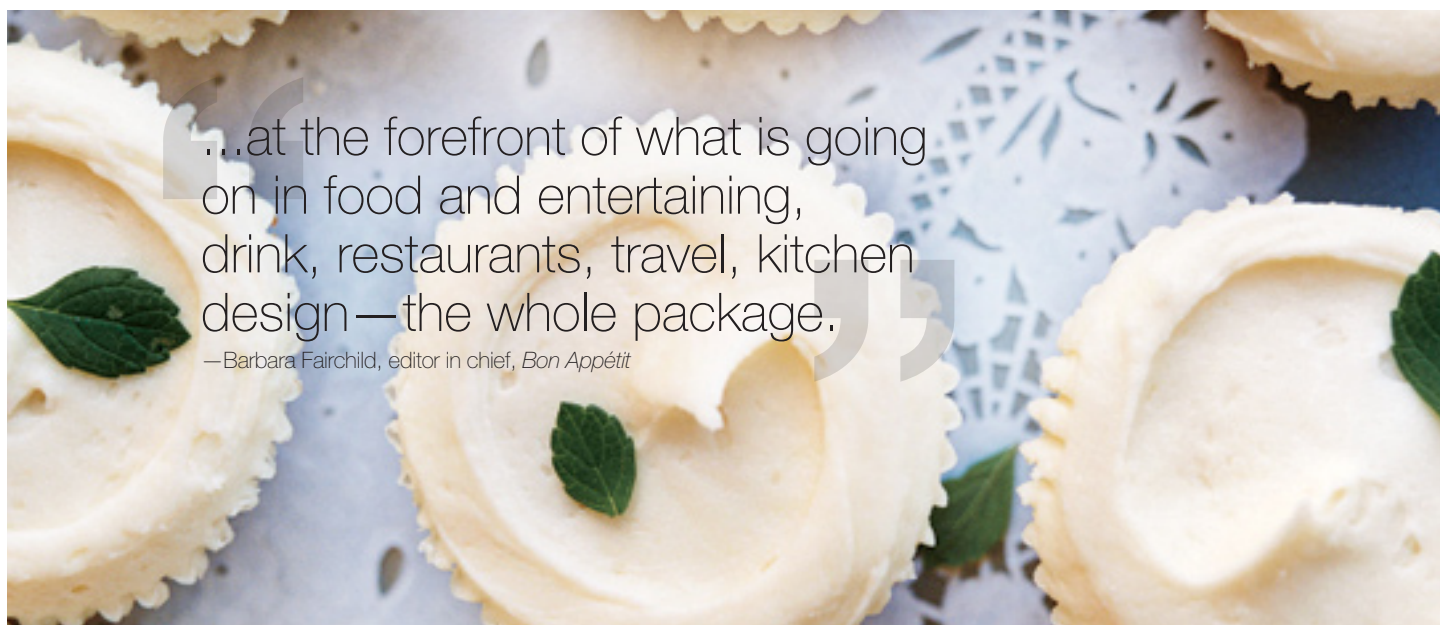


BON APPÉTIT: A Practical Guide for the Home Chef



...at the forefront of what is going on in food and entertaining, drink, restaurants, travel, kitchen design—the whole package.

—Barbara Fairchild, editor in chief, *Bon Appétit*

EAT WELL. SAVOR LIFE. PASS IT ON.

From everyday meals to special occasions, BonAppetit.com invites home chefs to experience life through the comforting lens of food. While more and more consumers are choosing to trade dinners out for dining in, BonAppetit.com provides them with all the essential tools they need—trusted recipes, inspirational entertaining ideas, time-saving tips, simple how-tos, product recommendations and more.

Advertisers looking to reach affluent, passionate cooks who are open to trying new products need look no further—BonAppetit.com delivers.

AT A GLANCE

■ Average Monthly Traffic

Uniques	337,800
Page Views	2.3 million

Source: Internal Publisher's Data, Jan. – Dec. 09

■ Editorial Distinctions

James Beard Nominee, Blog: The BA Foodist
MIN Nominee, Best New Site
SPD Winner, Best Site Associated with a Print Publication

■ Demographics

Female	68%
Ages 25-54	62%
Average HHI	\$102,400

Source: comScore, Oct. 09; Internal Study - Strategy Group, Sept. 08

■ Passionate and Influential Consumers

Enjoys learning new things about cooking	90%
Enjoys trying new recipes and techniques	90%
Cooks several times/week or more	81%
Spends more to purchase high quality ingredients	71%
Reads ratings of products/services online	71%
Often the first among friends to try new foods	67%

Source: Internal Study—Strategy Group, Sept. 08

For more information, please contact your Account Executive or **Josh Stinchcomb, Publisher** at 212 286 7234 or Josh_Stinchcomb@condenast.com

bon appétit

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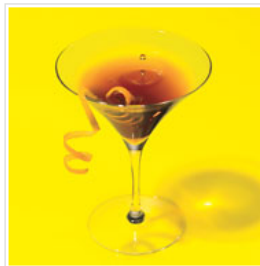
Menu for 8 Slow-Cooked Party

This slow-cook feast for a fast-paced world features recipes like this Braised Pork Shoulder.



BA Giveaways Win This Cocotte!

We've got fantastic prizes up for grabs—and other must-have items for the food enthusiast.

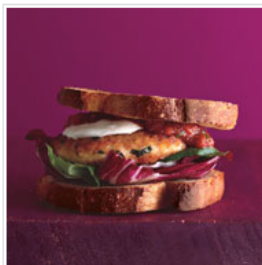


Cocktail Recipe The New Negroni

The Scandinavian version of the Italian Negroni has intense anise and caraway notes.

Popular Searches

- slow cooker recipes
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- pasta
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- chicken



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