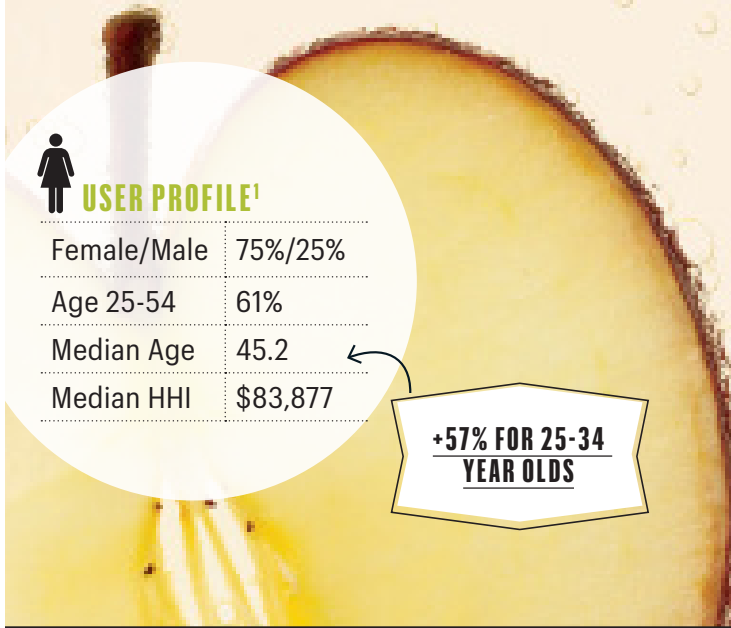




BONAPPÉTIT.COM COOK MORE. EAT BETTER. TRAVEL FARTHER.

new@ bonappetit.com

**FASTEST GROWING
EPICUREAN SITE:
+80% MONTH OVER MONTH
AVERAGE GROWTH**



USER PROFILE¹

| | |
|-------------|----------|
| Female/Male | 75%/25% |
| Age 25-54 | 61% |
| Median Age | 45.2 |
| Median HHI | \$83,877 |

**+57% FOR 25-34
YEAR OLDS**

RECIPE BOX save and share your favorite recipes

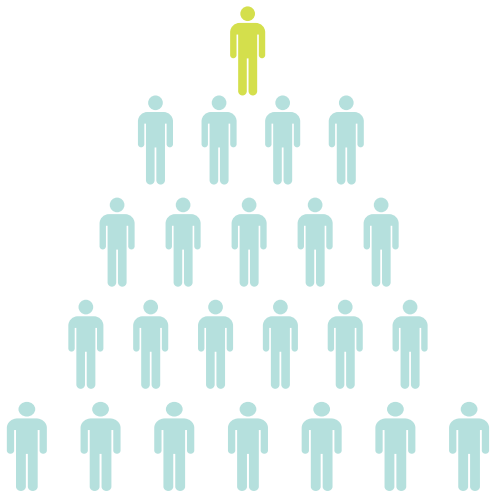
COMING SOON — BA TV original programming hosted by BA editors and guest chefs

NEW BLOGS updated 10 times daily; encourages return traffic and drives impressions through syndication

TOPIC RAIL and ad rotator to increase advertiser engagement

APRIL 2012

THE POWER OF ONE BA.COM READER



**EXTENDING REACH TO
21 MILLION CONSUMERS**

22 PEOPLE: average number of people BA.com readers influence about purchasing

+40% MORE than average Americans

2X AS LIKELY to have people ask their advice on food, wine, home, technology, and travel

3X AS LIKELY to be online spenders for clothes/accessories, skincare and travel

SOURCE: 2011 @PLAN V4; MRI OMNIBUS STUDY 2009;
NOTE: YEAR OVER YEAR RESULTS REPRESENT UNIQUE VISITORS FROM THE SAME MONTH, 2010 VS 2011.



BONAPPÉTIT.COM SITE TRAFFIC



SPONSORSHIP PACKAGES

2012 EDITORIAL CALENDAR

APRIL SPRING

Spring Holidays
Easy Dinners

MAY THE TRAVEL ISSUE

Travel Guides: Paris, Tokyo,
Tulum

JUNE SUMMER

Summer Entertaining
Taco Primer

METRICS, MARCH 2012

| | OMNITURE | COMSCORE |
|----------------------------|-------------|-------------|
| Unique visitors | 1,306,640 | 617,000 |
| Total visits | 1,709,623 | 1,178,000 |
| Total page views | 7.0 million | 5.0 million |
| Page views per unique | 5.3 | 8.1 |
| Page views per visit | 4.1 | 4.2 |
| Come through direct search | 50% | N/A |

50% FROM DIRECT SEARCH



SITE VISITS DRIVEN BY

| | |
|----------------------|-------|
| Syndicated | 22% |
| Bookmarks/Direct URL | 26.3% |

*Natural, Consumer and Marketing Searches



SOCIAL MEDIA

Nothing brings people together like breaking bread. Bon Appétit's social footprint is the fastest growing in the competitive set.

| | | MoM% |
|-----------|-------------------|------|
| Facebook | 100,000 Fans | +10% |
| Twitter | 237,000 Followers | +15% |
| Pinterest | 5,000 Friends | |
| | Total Growth | +25% |

FOR ADDITIONAL INFORMATION, PLEASE CONTACT

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