



# 2019 Media Kit



Half of Americans consider themselves “foodies.”  
Reach them on *The Food Channel*.

*The Food Channel* offers an immersive and engaging online experience bringing the intersection of food and life to the forefront. Our content has its foundation in consumer insights—delivering the information our audience needs, from a content team with decades of food and culinary expertise. This includes information on holiday and occasion-based entertaining, fresh recipes, preparation techniques, new products, kitchen tools, emerging flavors and dining out.

*The Food Channel* makes it easy for the audience to indulge its passion for food and the many ways it intersects life whether at-home, away-from-home or on-the-run.

We help our audience put a best foot forward and think about food in new and different ways—all delivered where they live, online and on-the-go.

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foodie

*One with a passion for food and the desire  
to speak food fluently.*

- **Home Cooking and Entertaining Enthusiasts**
- **Social Media Food and Lifestyle Experts**
- **Culinary Professionals and Students**
- **Travel Enthusiasts**
- **Home, Away-From-Home and On-The-Run**

**Half of Americans consider themselves to be “foodies”** at varying skill levels—home enthusiasts, bloggers and lifestyle experts, culinary students and professionals.

No matter where they are on this spectrum, *The Food Channel* helps its audience to be fluent in food so they can speak and act with confidence whether at work, dining out, traveling or entertaining at home.

Original content is produced in our Culinary Innovation Center and by our international Guest Chef Network.

We blend our technical understanding of content with culinary and editorial expertise to create clusters of content for a variety of digital environments from websites to linear television—including sponsored/branded opportunities.

*The Food Channel* focuses on user engagement with content that fits a variety of lifestyle needs, delivered across the platforms of interest to our audience.

## AUDIENCE STATS

### **Average Monthly Reach**

Website Visitors: 120,000

Pageviews: 178,000

Page Views per Session 1.5

### **Social Media Audience**

Facebook: 66,620 followers

Twitter: 20,300 followers

YouTube: 11,269

Instagram: 7,462 followers

Pinterest: Average Monthly Reach: 500,000



### JANUARY

#### • Features

- ✓ 2019 Top Trends
- ✓ New Year's
- ✓ Chinese New Year
- ✓ Super Bowl
- ✓ College Bowls
- ✓ Hot Beverages
- ✓ Soups
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### FEBRUARY

#### • Features

- ✓ Valentine's Day
- ✓ Marti Gras
- ✓ Grammy Foods
- ✓ NASCAR Foods
- ✓ Margaritas
- ✓ Vegan/Vegetarian
- ✓ Herb Gardens
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### MARCH

#### • Features

- ✓ St. Patrick's
- ✓ Purim
- ✓ March Madness
- ✓ Home Bars
- ✓ Keto-Friendly
- ✓ Kombucha
- ✓ Superfoods
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### APRIL

#### • Features

- ✓ April Fools' Day
- ✓ Passover
- ✓ Easter
- ✓ Baking
- ✓ Craft Beers
- ✓ Gin & Tonics
- ✓ Game of Thrones
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### MAY

#### • Features

- ✓ Cinco de Mayo
- ✓ Kentucky Derby
- ✓ Mother's Day
- ✓ Memorial Day
- ✓ BBQ
- ✓ Burgers
- ✓ Whiskey
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### JUNE

#### • Features

- ✓ Father's Day
- ✓ Ramadan
- ✓ BBQ Trends
- ✓ Iced Tea
- ✓ Tony Awards
- ✓ BET Awards
- ✓ Grilling
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### JULY

#### • Features

- ✓ 4<sup>th</sup> of July
- ✓ Grilling
- ✓ Wimbledon Foods
- ✓ Hot Dogs
- ✓ Culinary Arts Month
- ✓ Ice Cream
- ✓ Tequila
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### AUGUST

#### • Features

- ✓ Sandwich Trends
- ✓ Back To School
- ✓ Peaches
- ✓ Cold Brew Coffee
- ✓ Picnics
- ✓ Chutney
- ✓ US Open Foods
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### SEPTEMBER

#### • Features

- ✓ Fall Harvest
- ✓ Labor Day
- ✓ Food For Good
- ✓ Jewish High Holidays
- ✓ Food Safety
- ✓ Tailgating
- ✓ Emmy Awards
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### OCTOBER

#### • Features

- ✓ Dessert Trends
- ✓ World of Coffee
- ✓ Halloween
- ✓ World Series Foods
- ✓ Oktoberfest
- ✓ Pizza
- ✓ Women Chefs
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### NOVEMBER

#### • Features

- ✓ Day of the Dead
- ✓ Veteran's Day
- ✓ Thanksgiving
- ✓ Tailgating
- ✓ Beard Foundation
- ✓ Holiday Food Safety
- ✓ Vegan Holidays
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

### DECEMBER

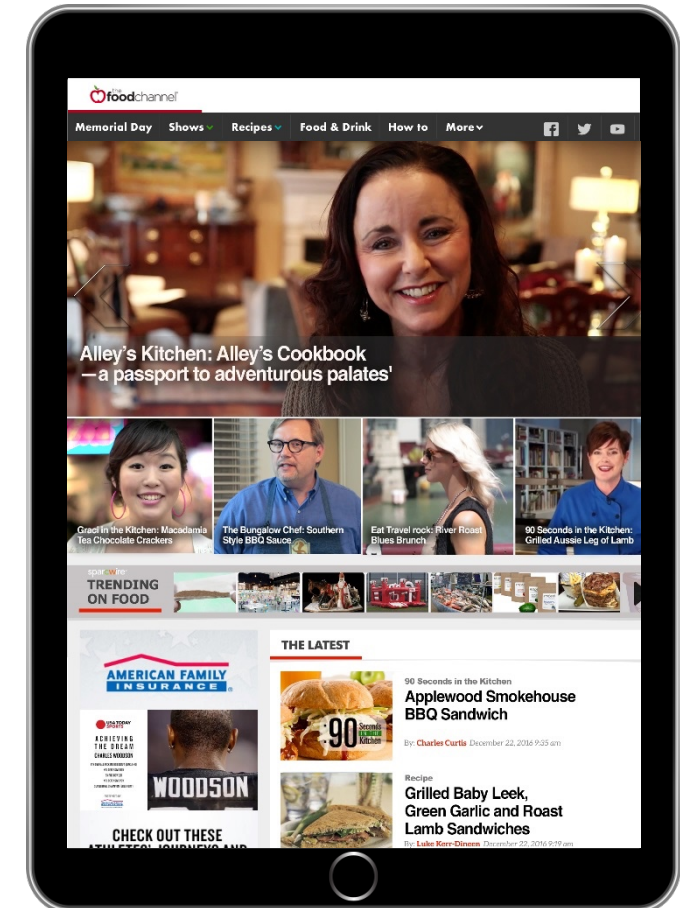
#### • Features

- ✓ 2020 Top Trends
- ✓ Christmas Cookies
- ✓ A Global Christmas
- ✓ Hanukkah
- ✓ Ethnic Comfort
- ✓ Holiday Wines
- ✓ Leftovers
- ✓ Foodie Gifts
- ✓ Cookbook Reviews
- ✓ Food Channel Finds

**Our featured Guest Chef Network brings fresh, original show content**

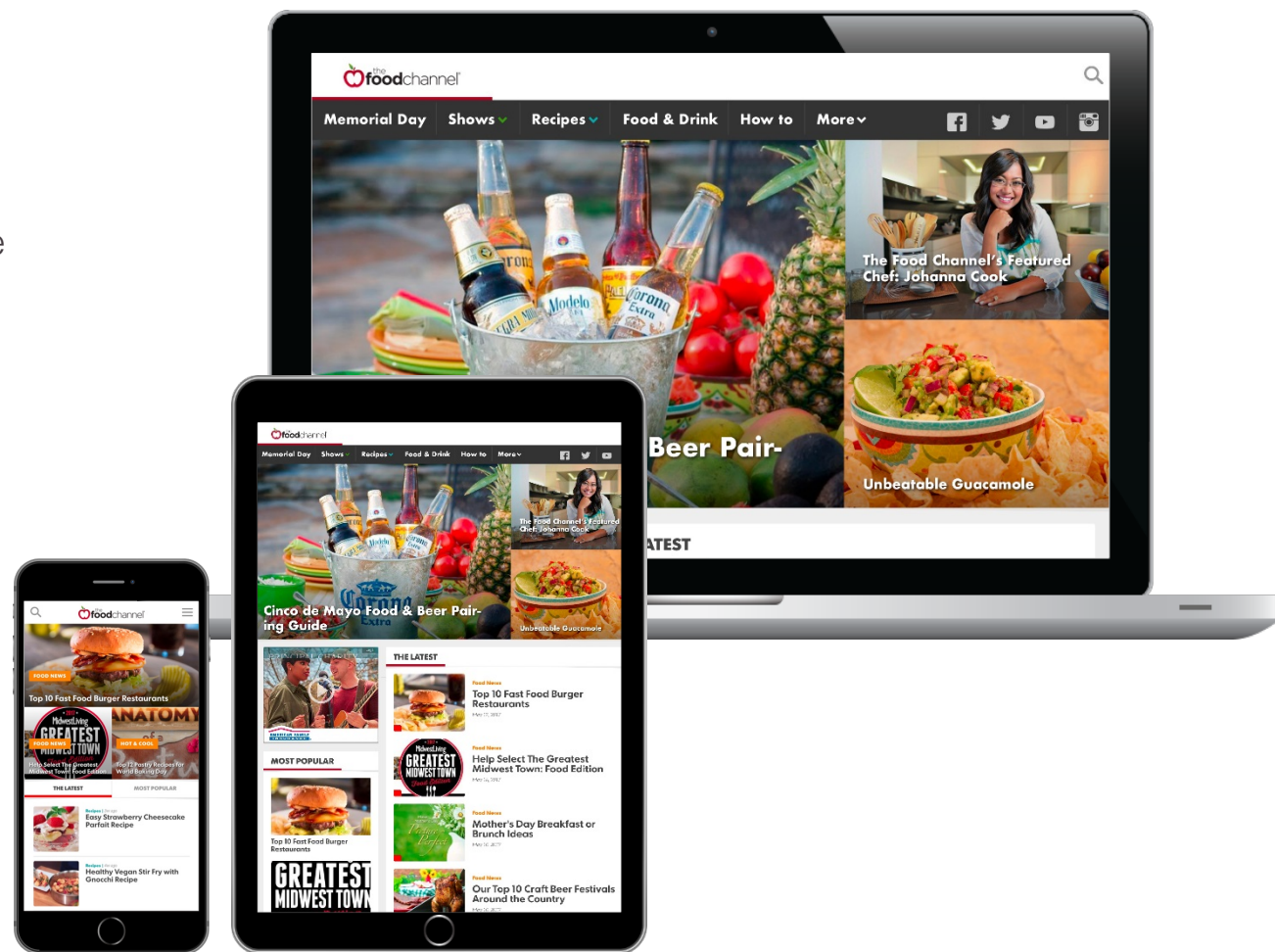
We are continually growing and refining our International Contributor Network of chefs, food and lifestyle bloggers, and other content creators.

Our goal is to become the best food portal and leading microphone for up-and-coming talent.



*The Food Channel* has a responsive design optimized for all viewing devices. There are multiple opportunities for display advertising, sponsored/native content, branded product integration within recipes and videos—all designed to put your brands in context with great food content.

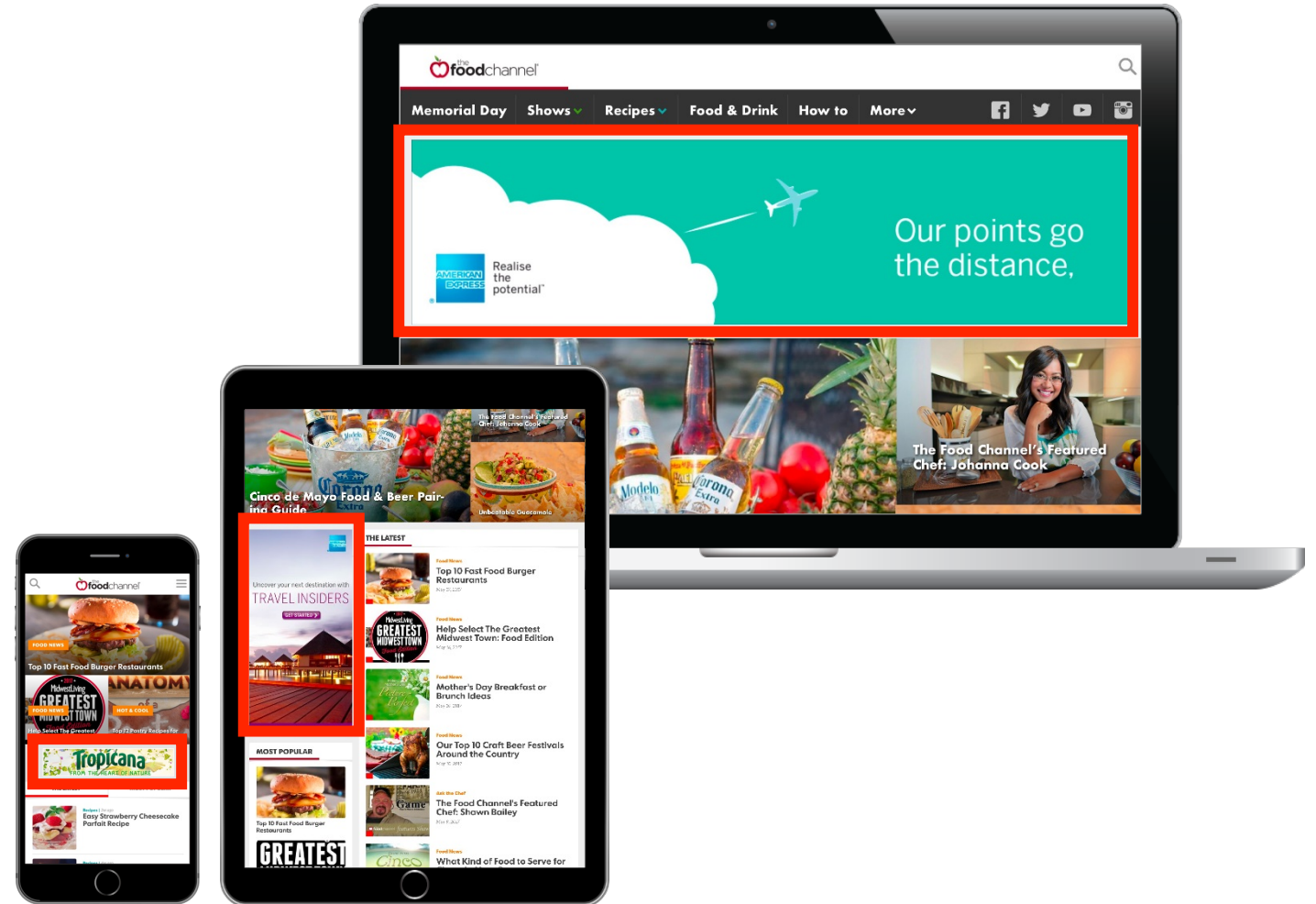
putting your  
brand where life  
intersects food



## DISPLAY ADVERTISING

### Desktop, Tablet, Mobile and Pre-Roll Units

Handled by Ad Sales at *USA Today*

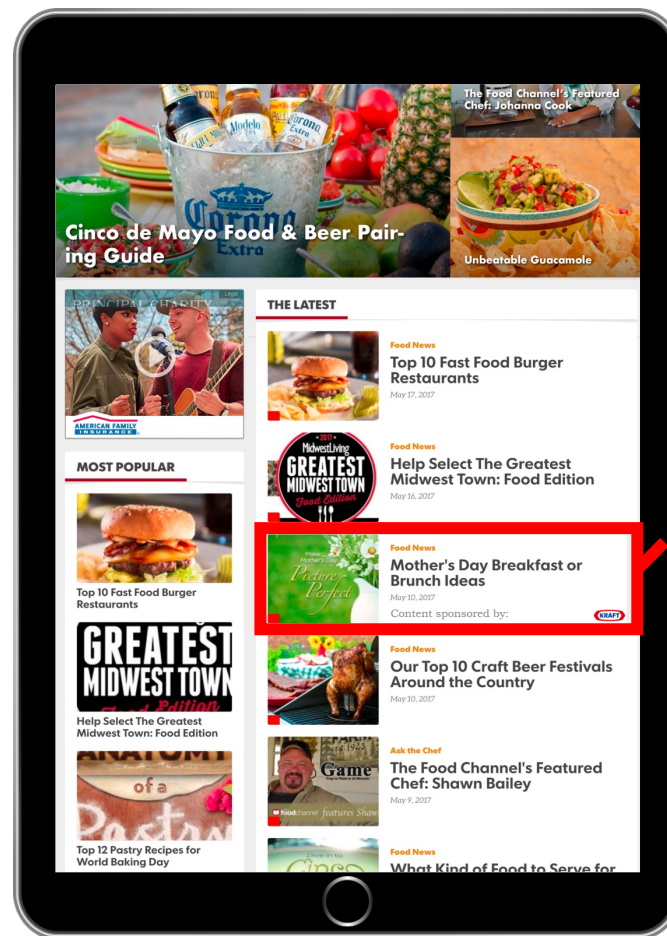


DESKTOP | MOBILE | TABLET



## ORIGINAL ARTICLE/RECIPE

- Original article or recipe with photo on *The Food Channel* homepage
- Integrated into homepage editorial content; clearly marked as “*Sponsored*”
- Clicks through to an article landing page
- Cost includes copywriting, photography, placement on website, social promotion for one month
- Gross flat-rate price: \$4,925
- Sponsor supplied article/recipe and photo: \$3,925





### ORIGINAL :90 SECONDS IN THE KITCHEN

- Original *:90 Seconds In The Kitchen* video; Chef Host on homepage
- Integrated into homepage content; clearly marked “sponsored”
- Clicks through to landing page
- Cost includes recipe with original photo, scriptwriting, talent, props, location fee, videography, social promotion for one month
- Gross flat-rate price: \$8,475; ingredients billed net



Chef Host brings culinary inspiration to life in each :90 second how-to video.

### ORIGINAL TIME CRUNCHER VIDEO

- Original *Time Cruncher* video, without talent, on homepage
- Integrated into editorial content, clearly marked “sponsored”
- Clicks through to a landing page
- Cost includes concept, recipe and original photo, copywriting, videography and editing, location fee, social promotion for one month
- Gross flat-rate price: \$4,875; ingredients billed net; if done in concert with a :90 Seconds: \$2,500.



In less than a minute, cut to the chase on how to make an incredible dish.

NATIVE | RECIPE | VIDEO

## CONTENT PACKAGE DEVELOPMENT

Package pricing available for development of multiple articles, recipes or videos designed to cluster around a holiday, event, or sponsor-driven topic. Pricing based on complexity and volume.



DESKTOP | MOBILE | TABLET

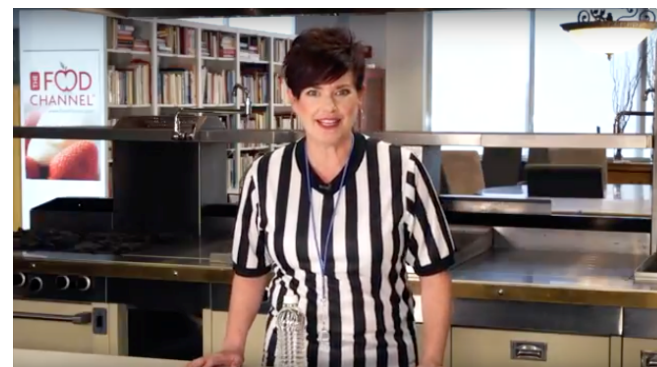
# Put Your Brand at the Intersection of **Sports + Food**

*The Food Channel* offers a variety of sponsored content opportunities focused on the intersection of food and sports. Additional topics (travel, music, occasions) can be explored. Each package includes how-to videos and recipes, one central article tying the series together plus social media support. Series timing and length-of-run depends on theme.

Cost for themed packages ranges from \$75,000 - \$90,000.

Existing content is also available for licensure.

Original programming/series can be produced with costs based on theme, talent, location and production needs.



- **Munch Mania** (Basketball)
- **Speedway Snackers** (NASCAR)
- **Grand Slam Champions** (Tennis)
- **Stadium Delights** (Baseball)
- **Fairway Foods** (Golf)
- **Tailgate Sensations** (College Football)
- **Championship End Runs** (College & NFL Bowl Games)





We have a world class, state-of-the-art culinary facility and set dedicated to all facets of food creation, recipe development, and menu innovation.



- Modern Functional Kitchen Set
- Branded Content Creation
- Digital Production



# how we do it

How does *The Food Channel* come up with its content, its emerging trends or culinary creations? How do we keep our content packages on trend, exciting and relevant?

We glean qualitative behavior insights from our sister company, CultureWaves®.



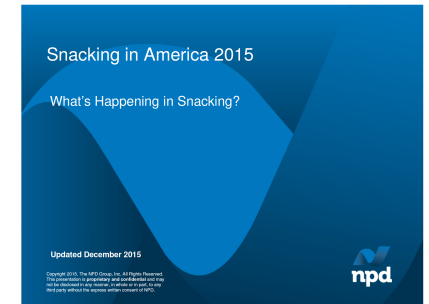
## Deep Insights

Deep, fresh perspective. Rich qualitative insights & not-so-obvious associations. Lots of emerging supportive evidence, insights & ideas. Identifies potential white space.



## Monthly

INSIGHTS FAST - past, present, future timeline and overview on any subject in 48 hours



CultureWaves™ is currently partnering with NPD to add a layer of qualitative behavioral insights, giving perspective and real-time evidence to inform customer and consumer insights around the evolution of snacking in America.



## Additional Services

- Custom Trend Reports and Marketplace Insights
- Restaurant Menu Analysis and Insights
- Trend and Insight Presentations at Company Meetings, Trade Shows and Industry Events



Syndicated reports.



## **PUBLISHING**

Bob Noble: Chairman

Kay Logsdon: SVP/Publisher

Cristin McCoy: Controller

Damion McDunn: Technical Director

## **ADVERTISING/SPONSORSHIP SALES**

Display Advertising/USA Today

Sponsored Content/Custom Programs: [advertise@foodchannel.com](mailto:advertise@foodchannel.com)

## **EDITORIAL/CONTENT DEVELOPMENT**

John Scroggins, VP/Editor-In-Chief

Laura Kurella, Culinary Correspondent

Stacy Nipstad, Contributing Editor

Gail Cunningham, Culinary Director

Locke Hilderbrand, Chief Insights Officer

## **FOOD CHANNEL PRODUCTIONS**

Lance Mellenbruch, Video Production and Editing



FOODCHANNEL.COM • 800.233.0294

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