

# THE NIBBLE™

Great Food Finds™



MEDIA KIT 2012    [THENIBBLE.COM](http://THENIBBLE.COM)

# YOUR PRODUCT:

HIGHLY-TARGETED ACCESS TO BUYERS OF FINE FOODS

- Reaching fine food enthusiasts for 6 years
  - E-newsletter since February 2004
  - Online magazine since February 2005
- Demographic: fine food & kitchenware buyers
  - Beginners to connoisseurs
- Organic readership growth of 10%+/month
- Fastest-growing readership in specialty foods

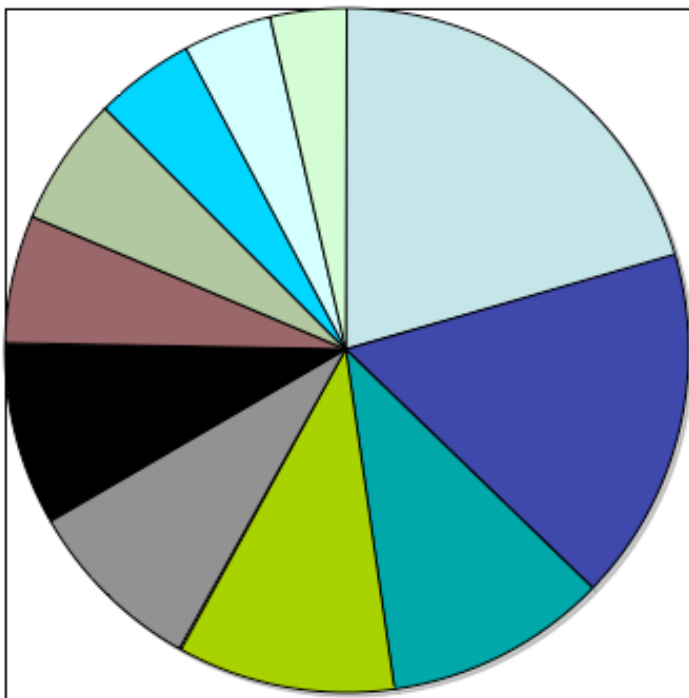


We love introducing readers to our favorite products and educating them about the category. This lovely cheese is from Cypress Grove Chevre, a NIBBLE Top Pick Of The Week.

# NIBBLE READERS SEARCH FOR GOURMET FOOD PRODUCTS



NIBBLE readers like healthy specialty foods as well as rich ones. Our Squash Glossary, Beef, Seafood and Yogurt Sections are frequently accessed for brand reviews as well as glossary information and tips.



- The top 10 searched food terms on TheNibble.com (plus the word “gourmet”)
  - Pasta
  - Chocolate
  - Cheese
  - Water
  - Sushi
  - Gourmet
  - Yogurt
  - Ice Cream
  - Tea
  - Cake
  - Cookies

# A UNIQUELY TARGETED ENVIRONMENT FOR YOUR MESSAGE



Putney Pasta: Ravioli as good as a top restaurant's can come from any home stovetop in minutes.

- Only consumer outlet (online or offline) devoted to sourcing the best specialty foods
- Destination website with loyal readership
  - 33% returning monthly visitors
  - Compared to 8%-15% industry average
- The widest-read reference source about specialty food
  - 700,000+ monthly visitors, 500,000+ unique\*
- Readers are looking to buy specialty foods, not looking to download free recipes
  - In a “shopping” and “new food discovery” frame of mind
  - Not looking for an “online recipe file,” as with other food sites

# YOUR MESSAGE DISPLAYED IN THIS UNIQUE CONTENT

- Product Reviews
  - Individual reviews
  - Category roundups (e.g., Best Strawberry Jams)
- Entertaining Articles
- Recipes & Tips
- Daily News (Blog)
- Reference & Education
  - 50+ Food Glossaries
- Contests & Polls
- Holiday & Special Occasion Focus
  - Holidays, e.g. Valentine's Day, Mother's Day
  - Seasonal, e.g. Back To School, Barbecue
  - Cultural, e.g. Super Bowl, Academy Awards
  - See Editorial Calendar, p. 10

Maple Leaf Gardens Duck: Pre-cooked confit of duck and other dishes let you enjoy duck at home as often as you like.

# READER DEMOGRAPHICS

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- Readers Are Food Enthusiasts Seeking New Foods To Buy

- 85% describe themselves as “Foodies” or “Fine Food Enthusiasts”
- 71% of readers have purchased food items online for their own household
- 72% of readers have purchased food items online as gifts
- 72% both cook and bake
- 73% describe themselves as “pretty good” or “almost professional” cooks

- Target Market

- 82% Female
- 83% 40+ years old
- 72% are married or in a domestic relationship
- 72% earn \$50,000+ HHI
- 66% have a BA or graduate degree

- Targeted Content

When asked what content readers want to see more of:

- 58% want more cheese
- 55% want more chocolate
- 51% want more desserts
- 41% want more vegetarian & vegan foods
- 34% want more kids' foods
- 33% want more gluten-free Foods
- 32% want more kosher foods
- 24% want more wine & food pairings
- 22% want more organic foods

*Source: Nibble reader engagement survey concluding June 2010.*

French Meadow Bakery  
Bagels: Organic whole grains  
take the guilt out of bagels. A  
NIBBLE Top Pick Of The Week  
for January “Healthy Food  
Month.”



# ADVERTISING

## WEBSITE ADS

- Ad Units On TheNibble.com
  - Approx. 1,000,000 monthly page views
  - Button (160 x 100)
  - Skyscraper ads (160 x 600)
  - Leaderboard (720 x 90)
  - Mini Leader (200 x 90)\*
  - See also e-Newsletter ads (p. 14)
- Opportunity To Connect With Buyers
  - Approximately 20,000 pages of unique content
  - Reach fine food enthusiasts who have come to TheNibble.com to buy: to find product recommendations and/or product category information prior to purchase
  - Large ad formats > low-clutter environment
  - Chose contextual sections or run-of-site

The screenshot shows the homepage of TheNibble.com. At the top, there's a yellow banner for 'seamless' with the text 'PERFECT END TO A PERFECT DAY.' and 'ORDER NOW'. Below this is the site's navigation bar with 'THE NIBBLE' logo and 'Great Food Finds THE MAGAZINE ABOUT SPECIALTY FOODS'. The main content area features several articles with images: 'Valentine Gifts That Aren't Chocolates', 'Shad Roe, Catch It While You Can', 'Today's Food Holiday: National Wide Skyscraper', and 'Product Of The Week: Gary West Jerky'. On the right side, there are several ad units: a 'LEADERBOARD' and 'MINI LEADER' at the top, a 'BUTTON' ad for 'AD TK AD TK', a '10% OFF' ad for 'At The Nibble Gourmet Market', and a 'The Best Gourmet Valentine Gifts' ad with a 'LOVE' code. The bottom of the page has a 'THIS WEEK'S FEATURES' section.

## SPONSORED WEBSITE CONTENT

- Existing Or New Content
  - Develop reference (education) & recipe content
- Opportunity
  - Sponsor glossaries or other reference articles in your product area
  - Glossaries are among our most popular pages
  - Sponsor product sections
  - Create mini sites

The screenshot shows a sponsored content page on TheNibble.com. At the top, there's a banner for 'foodnetwork.com' with the text 'ULTIMATE Thanking Feast' and 'Appetizers to desserts...and all courses in-between'. Below this is the site's navigation bar with 'THE NIBBLE' logo and 'Great Food Finds THE MAGAZINE ABOUT SPECIALTY FOODS'. The main content area features a 'Chocolate Glossary' article with a large image of cacao pods. The article includes a 'Terms & Definitions: A' section and a 'MENU' sidebar with links to 'Chocolate Category Main Page', 'Main Nibbles', and 'Product Reviews'. On the right side, there are several ad units: a 'Just take a 5 minute survey' ad, a 'SERENITY HOUSE TGA SOCIETY' ad, a 'Pillsbury' ad with the text 'Loved.', and a 'CLICK ME' ad. The bottom of the page has a 'THIS WEEK'S FEATURES' section.

# NEWSLETTER ADS

- Top Pick Of The Week e-Newsletter
  - Each issue recommends one "food find"
- Monthly Roundup e-Newsletter
  - Sends Table Of Contents of current month's magazine, plus monthly updates
    - Sent to Top Pick subscribers and others (readers who have elected to get communications, but not weekly)
- Opportunity
  - Sent to 10,000 double-opt-in subscribers
  - Read by 80% consumers and 20% retailers looking for new products
  - Blue chip retail readers include Andronico's, HEB, Longo's, Starbucks, Wegmans, Whole Foods
  - Quite a few products reviewed have expanded their distribution by coming to the attention of trade readers
  - Above-the-scroll skyscraper unit
  - Below-the-scroll banner units

# DEDICATED E-MAIL

- A Custom Email About Your Product
  - Written by THE NIBBLE editors
  - Reads and looks like a Top Pick Of The Week (but without the "Top Pick" banner)
  - Can be as long as you like, with tips, recipes, links back to your website, coupons, polls, etc.
- Opportunity
  - Reach THE NIBBLE double-opt-in readership with an advertorial message

To ensure you continue to receive the newsletter, please add [TheNibble@TheNibble.com](mailto:TheNibble@TheNibble.com) to your address book.

**THE NIBBLE™** Top Pick Of The Week  
Great Food Finds™

November 24, 2009

Visit [TheNibble.com](http://TheNibble.com) for more product reviews and easy entertaining ideas:

[Gourmet Food Magazine](#) This Month's Issue of THE NIBBLE. Plus Past Issues

[Newsletter Archives](#) Past Issues of the "Top Picks Of The Week"

[Product Reviews](#) 1000 Top Products: Kosher, Diet & Organic

[Marketplace](#) Great Products For Gifts & Entertaining

[Food Fun](#) Leisure Fun With Food

[Home Zone](#) Best Kitchenware, Appliances & Tableware



**Sprinkles Cupcake Mix: The Best Cupcakes In Town Are At Your House**

In greater Los Angeles, home to Sprinkles Cupcakes,\* there is the usual discussion board controversy. You'll read everything from they're "the best there is" to "avoid at all costs." We only know Sprinkles cupcakes from their mixes. We've made every one, and we stand firmly with "the best there is" crowd. Maybe your homemade cupcakes are as good, but they can't be much better.

\*The original store is in Beverly Hills. There are outposts in Chicago, Dallas, Houston, Newport Beach, Phoenix/Scottsdale and Palo Alto, with 16 additional locations on the boards (see the website).

If you're looking for a better cupcake than what you can buy...if you're tired of trying recipes, only to find that they're not what you were hoping for...we hope that your search, like ours, has come to an end. Your new favorite gourmet cake mix purveyor is Candace Nelson, co-founder (with her husband) of Sprinkles Cupcakes. Some day we'll get to a Sprinkles bakery; until then, we can only judge the cupcakes made from the mixes as A to A+.

We baked up all seven cupcake mixes: Banana, Chocolate, Lemon, Pumpkin, Red Velvet, Spice and Vanilla; there's also Chocolate Peppermint, which, along with the pumpkin, is seasonal. Read the [full review](#) to discover our favorites and how to make the best cupcakes in town.

**WHAT IT IS:** Gourmet cupcake mixes.

**WHY IT'S DIFFERENT:** Made from the recipes of the acclaimed Sprinkles cupcake bakery in Beverly Hills.

**WHY WE LOVE IT:** The mixes produce really fabulous cupcakes—better than anything we can buy.

**WHERE TO BUY IT:** Williams-Sonoma stores or [Williams-Sonoma.com](http://Williams-Sonoma.com).

**PRODUCT FIND #2: 1-2-3 Gluten Free Cake Mixes.** Can't have gluten? Make delicious cakes, cupcakes and brownies that are gluten-free and kosher.

**Clearance SALE** Up to 80% OFF [Cooking.com](http://Cooking.com)

**UP TO 20% Off** ALL Appliances & Floor Care [Sears](http://Sears.com)

Get your life back. Visit [NEW ZEALAND](http://NewZealand.com) **\$399\*** (each way based on roundtrip travel) [Book Now](#)

**For Lots of Delicious Recipes** [Click Here!](#)

**THE NIBBLE™** Great Food Finds™

June 9, 2009

Visit [TheNibble.com](http://TheNibble.com) for more product reviews and easy entertaining ideas:

[Gourmet Food Magazine](#) This Month's Issue of THE NIBBLE. Plus Past Issues

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[Product Reviews](#) 1000 Top Products: Kosher, Diet & Organic

[Marketplace](#) Great Products For Gifts & Entertaining

[Food Fun](#) Leisure Fun With Food

[Home Zone](#) Best Kitchenware, Appliances & Tableware



**Hannah Banana Bread: Comfort Me**

Some listen to Tim McGraw sing "Comfort Me." Others dig in to a batch of Hannah Banana Bread. We fall into the latter group of comfort seekers. Lacking the time to bake our own banana bread, we have happily discovered Hannah Banana. While this banana bread loaf has a five-to-seven-day shelf life, we've realized we can keep it in the freezer, making quick snacks of frozen slices à la mode (think ice cream cake) or giving them a slight nuke into extra-moist warm comfort, enjoyed with a cup of tea or a glass of milk (or, why not, more ice cream).

Banana bread is an all-American comfort food that has fallen too far off the radar. Unlike chocolate chip cookies or cheesecake, home bakers need to plan ahead; the bananas need to be very ripe. If you try to buy it, banana bread doesn't even make the Top 10 list of commercial baked goods. We rarely come across it in artisan bakeries, either. But depending on what poll you read, bananas are the most popular fruit in America. We eat 28 pounds of them a year. What gives?

This void of banana bread means opportunity for a specialist in the genre like Hannah Banana Bread. This small, family-owned company makes banana bread in six flavors: Classic, Blueberry, Chocolate Chip, White Chocolate Chip Caramel Walnut, Butterscotch Caramel and Walnut. For Father's Day or any other gift occasion, the company will put three loaves in a gift box. Just don't forget to put yourself on the gift list.

**WHAT IT IS:** Banana bread.

**WHY IT'S DIFFERENT:** Five flavors beyond the classic.

**WHY WE LOVE IT:** A delicious treat from breakfast through midnight snacks, with great freezeability; defrosts quickly (or instantly with a slight nuke).

**WHERE TO BUY IT:** [HannahBananaBread.com](http://HannahBananaBread.com).

**PRODUCT FIND #2: Father's Day Gifts.** Savory, sweet and "spiced" gifts for Dad.

**RECIPE: Strawberry Dinner Party.** Take advantage of strawberry season with these recipes, from cocktails through salad, main course and dessert.

Contact Us With Comments Or Suggestions

Your Food-Loving Friends Will Love **THE NIBBLE** [CLICK HERE to invite them to subscribe.](#) [TheNibble.com](http://TheNibble.com)

Read The June Issue of THE NIBBLE Online Magazine ..... Dozens Of Articles, Product Reviews & Recipes [CLICK HERE.](#)

Buy 2 DVDs, Get **THE 3RD FREE** [SHOP NOW >](#) **BARNES&NOBLE**



# QUIZZES & POLLS

## Higher Level Reader Involvement

- Weekly Gourmet Giveaway
  - Promote your product away in our weekly prize drawing
    - Weekly winner plus optional coupons and downloads for all entrants
    - Opportunity to capture email address and other information about entrants
- Market Research
  - Conduct market research among NIBBLE readers
  - Capture them while they are in a “food frame of mind” on TheNibble.com

The screenshot shows a webpage from 'THE NIBBLE' featuring a 'Hot Sauce Trivia Quiz'. At the top, there's an advertisement for 'BaconSafe' with the text 'Make everything taste like BACON!' and a 'Find a store' button. Below the ad is the website's navigation bar with links for 'Sign Up | Contact Us | Email To A Friend | Blog', a search bar, and social media icons for Twitter and Facebook. The main content area is titled 'Food Fun / Gourmet Giveaway' and 'Hot Sauce Trivia Quiz'. It includes a red chili pepper image and a note: 'NOTE: You must have cookies or JavaScript enabled in your browser in order for the survey software to function.' A yellow box asks 'How hot does it get?' and links to a 'Chile Glossary'. A red 'TAKE THE QUIZ' button is prominent. The quiz questions are: 1. 'All of the hot sauces made in different countries around the world have one ingredient in common it is:' with options 'Chili peppers', 'Vinegar', 'Salt', and 'All of the above'. 2. 'Which of the following is NOT the same as "hot sauce?"' with options 'Chili sauce' and 'Pinger sauce'. On the left, a 'FOOD FUN MENU' sidebar lists 'Gourmet Giveaway', 'More Food Fun', 'Winning Ideas', and 'Events & Travel'. On the right, there are sidebars for 'SERENITY HOUSE TGA SOCIETY Teas the Season' and 'WILD ALASKA SEAFOOD COOK IT FROZEN!'.

We would enjoy working with you to create custom programs that showcase your product and educate our readers

## NEXT STEPS...

- Contact us to discuss your objectives
- We'll develop a custom proposal that meets your needs
- Phone or email:

Linda Simon, Advertising Manager  
1.516.650.3533  
Linda@TheNibble.com

# 2012

## EDITORIAL CALENDAR

### JANUARY

Healthy Food Month, Super Bowl, National Candy Month, National Egg Month, Hot Tea Month, National Meat Month, National Oatmeal Month, National Soup Month; Hot Buttered Rum Day, Hot Toddy Day, Brandy Alexander Day

### FEBRUARY

Chinese New Year, Valentine's Day, Academy Awards, Great American Pies Month, National Cherry Month, National Snack Month, Potato Lover's Month; Drink Wine Day, National Kahlua Day

### MARCH

St. Patrick's Day, Purim, Easter, National Frozen Food Month, National Noodle Month, National Peanut Month, National Sauce Month; Mulled Wine Day, Bock Beer Day

### APRIL

Passover, Mother's Day, Cinco de Mayo, National Florida Tomato Month, National Soft Pretzel Month, National Soy Foods Month

### MAY

Father's Day, Barbecue, National Asparagus Month, National Hamburger Month, National Salad Month, National Salsa Month, National Strawberry Month; Mint Julep Day

### JUNE

Father's Day, Independence Day, National Dairy Month, National Fresh Fruit & Vegetable Month, National Iced Tea Month, National Seafood Month, National Turkey Month; National Cognac Day, National Dry Martini Day, National Orange Blossom Day

### JULY

Bastille Day, Barbecue, National Ice Cream Month, National Hot Dog Month, Blueberries; National Anisette Day, National Piña Colada Day, National Daiquiri Day, National Tequila Day, National Scotch Day

### AUGUST

Picnics, Barbecue, Iced Coffee, Labor Day Weekend; National Rum Day, Whiskey Sour Day

### SEPTEMBER

Back To School, Rosh Hashanah, National Chicken Month, National Honey Month, National Mushroom Month, National Potato Month, National Rice Month

### OCTOBER

Fall Harvest, Halloween, National Apple Month, National Chili Month, National Cookie Month, National Dessert Month, National Pasta Month, National Pork Month, National Pretzel Month

### NOVEMBER

Diwali, Thanksgiving, National Peanut Butter Lover's Month, National Pepper Month, Vegan Month

### DECEMBER

Christmas, Chanukah, National Fruit Cake Month, National Egg Nog Month

No one will have to be told twice to eat his vegetables, when they're Mr. Macgregor's Microgreens, a NIBBLE Top Pick Of The Week.

# WEB TRAFFIC\*

## PAGE VIEWS

Total Page Views	2,800,000+
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## VISITORS

Total Visitors	1,300,000+
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Total Unique Visitors	~1,000,000
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*\*Combined TheNibble.com & blog.TheNibble.com  
as of December 2010.*

Whoever thought that jerky could be so soft and flavorful? We think that Gary West's is the best—and it's a NIBBLE Top Pick Of The Week, of course!

