



# Engaged & Responsive

## Fan Obsession

- 1,000+ letters from readers received per month
- 75 minutes, on average, spent reading each issue
- 50,000+ entries in 48 hours, in response to our Cooking 1-2-3 binder giveaway
- 1,500 entries in response to our Food Truck editorial contest
- 10,000+ entries, on average, in response to our editorial contest "Name This Dish"
- 67,000+ entries for the annual Holiday Calendar Sweepstakes
- 10,000+ copies of Food Network Magazine's *Great Easy Meals* Cookbook sold in 10 minutes on QVC and named a *New York Times* bestseller in just one week

## Readers Can't Get Enough!

- Food Network Magazine has the highest Satisfaction Measures across all Hearst magazines
- Continues to be the highest in Satisfaction Measures since the launch of the magazine

## Among Food Network Magazine readers...

- 93% are highly satisfied with the issue
- 96% have taken/plan to take action (net) based on an ad
- 97% use a tip from the magazine
- 93% enter a contest or sweepstakes
- 91% visit FoodNetwork.com
- 88% save the issue
- 76% purchase a product, food item or service based on an article



Source: FNM Edit Survey 2011