



MEDIA KIT

DEMOGRAPHICS

- Gender: 65% Female, 35% Male
- Age: 25-54 years of age
- HH: \$75,000
- Education: 77% hold a post-high school education
- Marital Status & Family: 64% are married and 41% have 1-2 children

MONTHLY TRAFFIC

- Page Views: 230,000
- Unique Visitors: 110,000
- Average Time on Site: 6 minutes

PRIMARY AUDIENCE

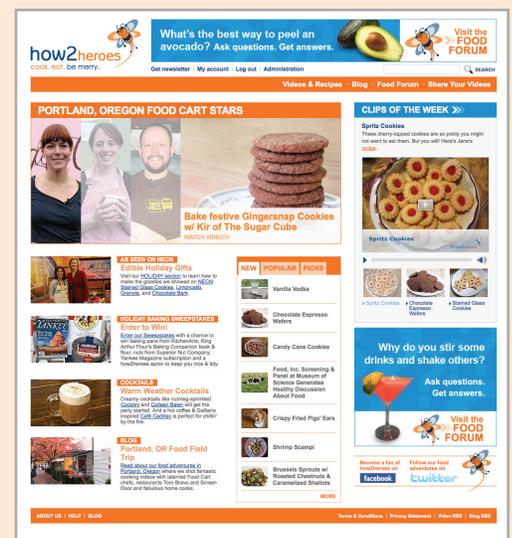
Home cooks who are passionate about cooking education, inspiration and entertainment.

- 90% cook at home 5 times per week
- 72% get their recipes online
- Most feel how2heroes videos make cooking stress-free and provide a unique twist on everyday recipes
- 90% hold the family budget and make purchasing decisions
- 77% shop exclusively online, in specialty & department stores
- 52% dine out 2-5 times per week and decide which restaurant they will dine at

SECONDARY AUDIENCE

Food & Beverage industry professionals (chefs, restaurateurs, bartenders, servers, etc.)

ABOUT how2heroes



www.how2heroes.com

how2heroes is a premiere how-to online video destination that celebrates people's passion for food – the flavors, the secrets to success, the cultural inspirations and the “heroes” who share their knowledge and experience. We showcase master chefs and home cooks sharing their recipes, techniques and food knowledge. All content is original and high quality, shot on location and produced by the how2heroes team.

OPPORTUNITIES

how2heroes can deliver your message to a passionate and loyal food and cooking community to increase awareness and engagement with your brand. We offer a wide variety of advertising and sponsorship opportunities and can work with you to create **CUSTOM PROGRAMS** that meet your needs.

WEBSITE

» DISPLAY ADVERTISING

Banner ads (728x90 and 300x250) are available throughout the website. In-video advertising is available in the form of pre-roll and text ads.



Homepage



Video Page



Category Page



Printable Recipe Page

» PREMIUM VIDEO OPPORTUNITIES



In-video Product Placement
Original video created by how2heroes featuring your product in use by a professional or home cook. You may also provide your own produced product placement video (subject to review and approval by how2heroes). Premium placements for both of these opportunities available on how2heroes.com



Accompanying Video Profile
We can create or you can provide a video about your company or product which would be linked to your Product Placement video.

WEEKLY E-NEWSLETTER



Ad Unit: 160x600 and 300x250
Audience: 3,000 Subscribers

Dedicated sponsored email opportunities also available.

CONTACT US



Lynne Viera
lynne@how2heroes.com • 617.494.8899

Follow us on [twitter](#) at twitter.com/how2heroes
Become a fan on [facebook](#)