



CHOW

CHOW Shows You How

Monthly Site Stats¹:

5 Million Unique visitors

43% Growth in unique visitors YOY

17 Million Page views

Audience Overview²:

62% Female

59% 18-49

\$101,000 Average HHI

71% College grad/post grad

47% Professional/managerial

76% Own a residence

Valuable and Active³:

184% More likely to be a wine collector

117% More likely to chat in a forum

97% More likely to entertain formally at home

A Different Take on Food

CHOW is for everyone who loves food. They come to CHOW for it's down-to-basics information, inspiring presentation and straight talk on good food and drink. Our premium content and often irreverent point of view not only get people talking, but they get people buying, cooking and enjoying! Chow is the top one-stop-shop for advice on what to eat, where to go, what to buy and how to make it. Original content and a take on food in tune with today's discerning consumers, combined with a passionate audience foster unique opportunities for advertisers.

Advertiser Benefits

Where foodies connect

- More than five million visitors monthly connect around their passion for food, creating a truly immersive environment.

Premium content for a premium audience

- Visitors to CHOW live social, affluent lives and appreciate the fun and useful information they find on CHOW.

Innovative ad opportunities

- Integrated advertising programs like sponsorships and special feature hubs allow marketers to strategically align brands around content of interest.

Find Out More: ContactEntertainmentSales@cbs.com

 CBS Interactive

SOURCES: 1. CBS Interactive Internal WW, August 2009 2. @Plan, Fall 2009

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