



Foodies

You like to eat, but these people LOVE to eat. Food, dining, and cooking are critical ingredients to life. Foodies are singularly obsessive about recipes, ingredients, and other food-related fads. They know where to eat, what to drink, and how to socialize. They are the first to attend restaurant openings and their reviews they determine what's hot and what's not. Perhaps more than any other audience in the Lijit network, the Foodies are sure to savor life's nuances.

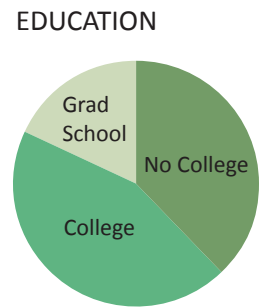
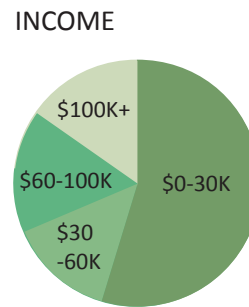
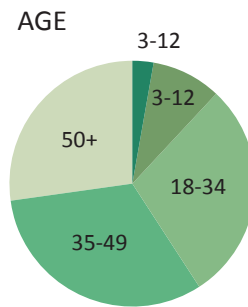
Foodies publishers in the Lijit Network are an incredibly influential group with sites including eatingeverywhere.com, endless simmer.com, userealbutter.com, browneyedbaker.com and theprecfectpantry.com.

Audience attributes

- Obsessive about "all things culinary"
- Interests span the food industry, wineries and wine tasting, breweries and beer sampling, restaurant openings and closings, health and nutrition, farmer's markets and food fads
- Fans of specialized TV programs like the Food Network, Top Chef and Iron Chef, magazines such as Bon Appetit and Cook's Illustrated, and niche retail stores including Williams-Sonoma and Sur La Table

Demographics

- 64% female, 36% male
- 88% over the age of 18
- 84% with income over \$30k/year
- 62% with college education or above



Popular topics

Rachel Ray cook time **vegan** red velvet cake **Epicurious** martini recipes compost **crocpot**
meals gluten free camping foods **Cuisinart** sugar **eggplant** quinoa cooking classes
 baby food cleanse **Paleo** Whole Foods champagne

About the Lijit Publisher Network

The Lijit Publisher Network is comprised of over 12,000 individual and influential publisher websites that collectively see over 800M monthly pageviews, 4.5M unique readers per day, and 56M unique readers per month.* Each publisher in the Lijit Network has our proprietary site search and content discovery tools installed, which provides us the ability to collect audience data by crawling and indexing an aggregated 3M sites. By tracking reader intent, context, demographics and other actionable insights, Lijit helps advertisers find engaged audiences through premium online advertising campaigns that are highly targeted and contextually relevant.

Contact us for more information... Lijit Networks, Inc. • (303) 493-5490 • sales@lijit.com • www.lijit.com

*The size and scope of the Lijit audience network is continually verified by Comscore and Quantcast. © Lijit Networks 2010