

COOKING FOR BACHELORS[®]

VIDEO SERIES



MEDIA KIT

PRODUCT PLACEMENT PROGRAM

Contact:

Jyl Ferris

jyl@cookingforbachelors.tv

917.902.4002

**Reach a new audience of over
69,000,000* + foodies
when you sponsor *Cooking for
Bachelors®* Video Series**

Take advantage of this unique opportunity to partner with a growing video food, cultural, lifestyle brand.

Since the launch of *Cooking for Bachelors®* TV our collection of videos has been spreading like wildfire across the country and around the world to **over 1.5 million foodies, travelers and culture hounds per month.**

The philosophy of *Cooking for Bachelors®* is that delicious, nutritious meals can be made in minutes from pure ingredients. The show's contents feature wine & beer basics, musical guests, food experts, and *Cooking for Love*: a dating game series.



Show off your product to the world through authentic product placement.

CFB will integrate your brand into unique video content. While our show will maintain its authenticity, your products will be highlighted as part of the episode.

Imagine showing off your food, wine or travel business to a vast audience across the world for a fraction of television, print or display advertising.

Then, imagine not having to spend endless hours creating ad campaigns.

Now imagine your brand being displayed on the internet for years to come to a exponentially growing audience. Guaranteed!

*Total video views, across the internet



A study reveals that videos with Cuisinart products has amassed over 1,000,000 views.

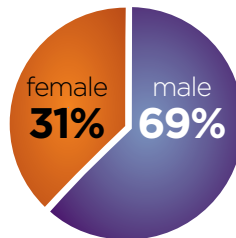
The growth of Cooking for Bachelors[®] cooking series has been remarkable. And we just keep expanding.

Average 69% male

Our YouTube channel has
doubled
monthly views this year



The largest male audience of any cooking show.



Average age:
35-45

Our Alexa ranking went up
300%
in the last year.



Our videos featured on



have received over
500,000
views per month

Our videos featured on



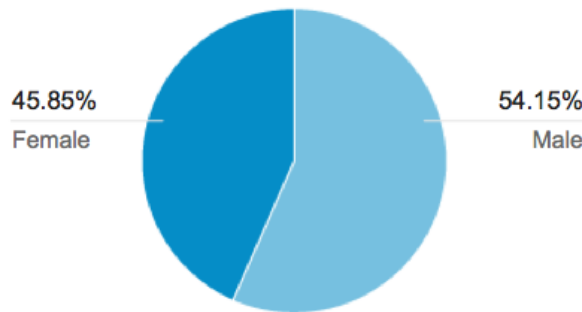
is expected to yield at least
100,000
views per month **85%** on Roku

Our videos are spread throughout the internet and around the world and will remain for an endless period of time.



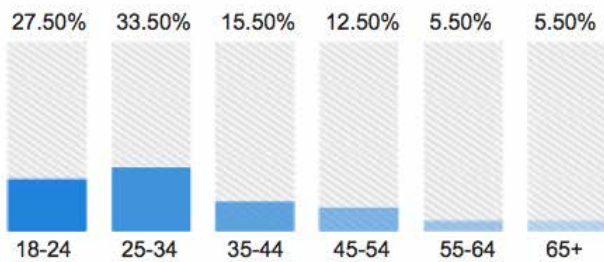
Gender

100% of total sessions



Age

100% of total sessions



Interest Category

100% of total sessions



Demographics

TOP GEOGRAPHIES

- United States
- Israel
- Canada
- United Kingdom
- Brazil



GENDER

- Male 67%
- Female 33%



Discovery

TOP PLAYBACK LOCATIONS

- YouTube watch page 86%
- Embedded player on other websites 6.8%
- Mobile devices 3.9%
- Other 0.9%



TOP TRAFFIC SOURCES

- Unknown - direct 36%
- YouTube suggested video 24%
- YouTube search 23%
- Other 17%



**Sponsor authentic online content and
be seen by millions for years!**

SPONSOR OPPORTUNITIES

- On-air product placement
- Location shoot at your establishment
- Interviews with your staff/experts
- Banners on CFB site
- Pre-roll ads (client-provided creative)
- Logo sponsorship on email blasts
- Use of video on your company's site or presentation materials

WHO WILL BENEFIT?

- Kitchen appliances/utensils/tableware
- Food companies
- Airlines, hotels, inns
- Spirits, brewers, wineries
- Restaurants
- Wardrobe/set decor



COMPARE

Experts agree that video is the best way to reach audiences on the internet. Authentic content attracts repeat viewers. And loyal viewers are most likely to buy.

Cooking for Bachelors TV offers permanent placement on multiple online video networks reaching millions of food and beverage enthusiasts.

Sponsorship rates are a fraction of what it would cost to advertise in print or television and will remain on the internet for an endless period of time. It's a WIN/WIN for your brand.

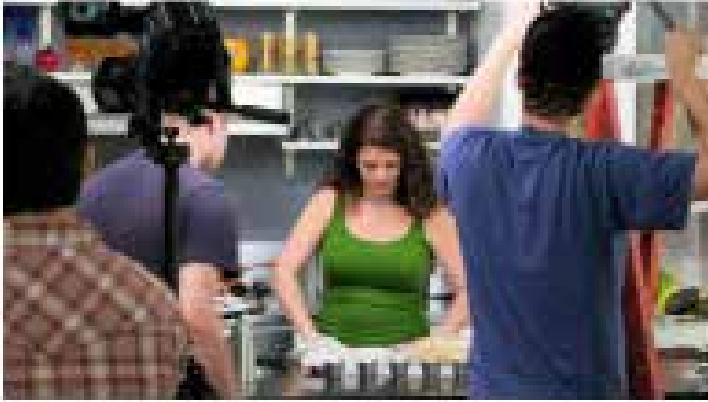


Call today to discuss your customized opportunity: 917.902.4002



AOL

NEWS ENTERTAINMENT FINANCE TECH LIFESTYLE



How She Became an Internet Sensation

Jyl got laid off in 2008. She wanted to do something new, but she needed an idea. She finally got one -- and it came from an odd place.

- The 'eureka moment' that changed her life

Jyl, excellent concept! Fulfilling a big need (in a huge market), easily memorable name... beautiful layout on the site (as well as the hostess!), fast web server. You go, Jyl!—PD on:

facebook



CABLEVISION 12 NEWS



NYDailyNews.com DAILY NEWS



“One of my favorite things as a tastemaker is finding great talent. Its like finding gold. I love to work with people who have a great

passion for their craft and excel at it. One of my latest favorite people I recently discovered online is Jyl Ferris, the fabulous founder, owner and host of the popular online show ‘COOKING FOR BACHELORS.TV.’”

HERO ENTREPRENEURS
with DINO HERBERT