



# PARTNERSHIP RECAP







# FOOD NETWORK: POWER BRAND

- **92 million** consume content monthly on our TV, magazine and digital platforms
- **5<sup>th</sup> largest media brand on social media** (45.5M followers)
- **No. 1 search term** in food
- **Food Network platforms**, working together, show increases in **brand affinity** and **purchase intent (+29%)** for advertised brands. Campaigns are most successful – purchase intent increases by 67% – when 2-3+ platforms are in play

Source: Nielsen Media Impact, Mar '19. Total Day.A18+ Base: Total Universe. 2018 Kantar Milward Brown, Discovery Inc. Cross-Platform Advertising Effectiveness Research Meta-Analysis. WWD List: 13 Biggest Media Brands by Social Following, 7/29/19



# THE POWER OF **FOOD NETWORK MAGAZINE**



**13.4M READERS**

largest of all epicurean and lifestyle magazines

**#1 MARKET SHARE**

in circulation and ad revenue of all epicurean titles

**#2 AT NEWSSTANDS**

of all U.S. monthlies

**INDUSTRY LEADER**

for high subscription renewal rates at higher prices than average

**43**

youngest median age – delivering more Millennials





# An update on: **FOOD NETWORK IN 2020**

The Pandemic led to more people cooking at home and turning to our brand for expert advice in a family friendly and positive environment as we provide a respite from today's challenging times.

Our brand inspires, informs and entertains – and we are seeing the results:

- Subscription acquisition (digitally-sourced) for Food Network Magazine is up **90%**, March-May 2020 vs. a year ago
- Food Network has its **highest ratings in eight years** and is the **#2** non-news cable network among A25-54
- 48% of Discovery Networks' Influencer Panel members cooked more in the past month than is typical

Credibility and authority go a long way in a time of uncertainty. As the trusted leader in food and lifestyle, Food Network leads the way.



Travel South 2020

# MULTI-PLATFORM PROGRAM

Showcasing priority sights, cultural highlights and must-have bites, Food Network Magazine featured Travel South Partners across multiple media channels – wherever content was consumed!



National  
Magazine  
Advertising  
Section



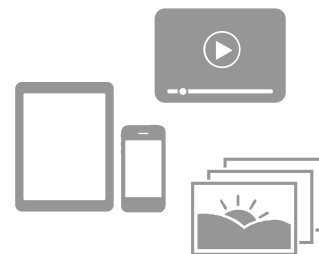
Digital: Targeted  
Reach



Custom  
Dedicated Email  
Blast



Bonus: Taste For  
Travel In-Magazine  
Promotion



Bonus: Taste For Travel  
Online Promotion with  
images and video



Bonus: Social  
Media Post



Editorial Round  
Table Presentations



## Travel South: 2020 Recap

# NATIONAL MAGAZINE SPECIAL ADVERTISING SECTION

Leveraging the Instagram editorial theme, the #SavorTheSouth special advertising section ran in the October Influencer issue and reached our full national readership of 13.4 million consumers.





# Travel South: 2020 Recap

## DIGITAL: TARGETED REACH

Travel South Partners received 1 million impressions across FoodNetwork.com and TravelChannel.com during a one-month flight in October.





## Travel South: 2020 Recap

# CUSTOM DEDICATED EMAIL BLAST

In September 2020, Travel South Partners were featured in a custom, dedicated email blast that was deployed to 20,000 opt-in subscribers – Food Network Magazine's biggest fans!

Three (3) additional E-blasts will be executed in:

- December 2020
- March 2021
- May 2021



## Travel South: 2020 Recap

# TASTE FOR TRAVEL IN-MAGAZINE PROMOTIONAL LISTING

Providing additional exposure and travel inspiration, Travel South Partners were featured in our Taste For Travel in-magazine promotional section dedicated to lead generation.

Promotional listings ran in:

- December Holiday issue

Each Travel South Partner received a promotional listing and lead URL to encourage site visits.

Three (3) additional listings to come in:

- March 2021
- May 2021
- September 2021



PROMOTION

FOOD NETWORK MAGAZINE'S  
**TASTE for TRAVEL**

**JUST WHAT IS CHICKEN BOG?**  
This delicious chicken, rice and sausage dish is a South Carolina classic people can't get enough of. Learn how to make it at home with this easy recipe.  
[DiscoverSouthCarolina.com](#)

**A SIDE OF SOUTHERN HOSPITALITY**  
Experience the full spectrum of Southern cuisine in Arkansas. From Little Rock to Fayetteville to Marianna, you can find the right taste for any appetite at any price. [Arkansas.com/Taste](#)

**MISSISSIPPI**  
Chefs serve up hospitality and comfort food. Whether your idea of comfort food is chicken and dumplings and fried okra or fresh Gulf shrimp and oysters, visit Mississippi for a full plate with an up-sized portion of hospitality.  
[VisitMississippi.org/things-to-do/point-of-interest/type/food-drink](#)

**STAY CLOSE, GO FAR.**  
Surprises await throughout the beautiful Bluegrass State, so it's time to hit the road! Order a FREE Kentucky Visitor's Guide to plan your getaway today.  
#StayCloseGoFarKY  
[Kentuckytourism.com/get-inspired-ky/travel-tools/visitors-guide](#)

**BE OPEN FOR IT IN MARYLAND**  
The Chesapeake Bay, a trail system second to none, the Underground Railroad story, crabs and oysters—be open for all of it in Maryland. [VisitMaryland.org](#)

**VISIT DEEP CREEK LAKE, MARYLAND**  
Deep Creek Lake and Garrett County, Maryland, offer the ideal vacation getaway—in all four seasons! Boating on Deep Creek Lake, hiking, biking, fishing, waterfalls, skiing, snow tubing, horse-drawn carriage rides, mountain coaster, stunning scenery and more! Log onto [visitdeepcreek.com](#) or call 888.387.5237 to plan your Deep Creek Experience! [VisitDeepCreek.com](#)

**QUEEN ANNE'S COUNTY, MARYLAND**  
Captivating sunsets illuminate the rural landscape, the maritime industry thrives, the seafood is fresh, and the waterfront views are endless. Experience the Southern charm, local zest and the tranquility of Maryland's scenic Eastern Shore. [VisitQueenAnnes.com](#)

Check out Food Network Magazine's one-stop resource for the latest scoop on featured travel destinations, resorts, cruises and more!  
For a chance to win monthly prizes, visit  
[TRAVEL.FOODNETMAG.COM](#)



Travel South: 2020 Recap

# TASTE FOR TRAVEL ONLINE PROMOTIONAL LISTING

Providing consumers with a sight, sound and motion destination experience, Travel South Partners received real estate on Food Network Magazine's promotional site, [foodnetmag.com](http://foodnetmag.com), as part of the Taste For Travel marketing bonus.

Each partner will receive a 6-month posting to the [travel.foodnetmag.com](http://travel.foodnetmag.com) site!

The Taste For Travel online listing capabilities included:

- Hero Copy
- Priority Images
- Sizzle Videos



ENJOY FALL IN ARKANSAS.

[www.Arkansas.com](http://www.Arkansas.com)

REQUEST A FREE BROCHURE

Fall is one of the most popular times of the year to visit Arkansas because of its captivating and colorful fall foliage. Many of our state's visitors travel here for special fall vacations just to catch a glimpse of the season. Whether you immerse yourself in these vibrant hues on a leisurely hike or scenic drive, it's a time of unmatched beauty statewide.

But that's just the beginning of the amazing discoveries awaiting you on a trip to The Natural State. In addition to taking in the colors of the season, you can also enjoy an art experience that continues to garner national acclaim at Crystal Bridges Museum of American Art in Bentonville. Located in the northwest corner of the state, this museum includes exhibits featuring Norman Rockwell's *Rosie the Riveter*, Asher Brown Durand's *Kindred Spirits* and other major works by artists such as Thomas Hart Benton and Andy Warhol, making it a must-see Arkansas destination.

The culinary arts on display in our state are often just as impressive and can deliver on just about anything your palate desires. From hearty portions of southern cuisine, to high-end farm-to-table dining, the variety of options available will ensure that you won't leave The Natural State hungry.


the outdoors for which our state is famous. Hop on one of our most diverse waterways, or rent a bike and explore the scenic views that have made Arkansas the Cycling Hub of the South. For more information on your trip to Arkansas, go to [Arkansas.com](http://Arkansas.com).





# Travel South: 2020 Recap

# TASTE FOR TRAVEL ONLINE PROMOTIONAL LISTING



ARKANSAS  
THE NATURAL STATE

ENJOY FALL IN ARKANSAS.




www.arkansas.com

REQUEST A FREE BROCHURE


Fall is one of the most popular times of the year to visit Arkansas because of its captivating and colorful fall foliage. Many of our state's visitors travel here for special fall vacations just to catch a glimpse of the season. Whether you immerse yourself in these vibrant hues on a leisurely hike or scenic drive, it's a time of unmatched beauty statewide. But that's just the beginning of the amazing discoveries awaiting you on a trip to The Natural State. In addition to taking in the colors of the season, you can also enjoy an art experience that continues to garner national acclaim at Crystal Bridges Museum of American Art in Bentonville. Located in the northwest corner of the state, this museum includes exhibits featuring Norman Rockwell's Rosie the Riveter, Asher Brown Durand's Kindred Spirits and other major works by artists such as Thomas Hart Benton and Andy Warhol, making it a must-see Arkansas destination.

The culinary arts on display in our state are just as impressive and can deliver on just about anything your palate desires. From heaping portions of southern cuisine, to high-end farm-to-table experiences, the diversity and creativity being plated will ensure that you won't leave The Natural State hungry.

No trip to Arkansas is complete without taking in the outdoors for which our state is famous. Hop on a stand-up paddle board, kayak some of that nation's most diverse waterways, or rent a bike and experience our mountain biking trail system that has made Arkansas the Cycling Hub of the South. To learn more about all there is to see and do on a trip to Arkansas, go to Arkansas.com.

www.arkansas.com



Kentucky  
UNBROKEN SPIRIT

EXPLORE KENTUCKY'S GREAT OUTDOORS

www.kentuckytourism.com

REQUEST A FREE BROCHURE




If you are looking for a safe and relaxing outdoor escape, Kentucky is the place with wide-open woods and waters, trails and gorges, overlooks and valleys to explore.

Combine stunning scenery with epic adventures in the Red River Gorge and Daniel Boone National Forest. Cook over an open campfire, sleep under the stars or settle into a cozy, private cabin. Soak up jaw-dropping views at Cumberland Falls or fish, paddle and boat in the state's great lakes - Cumberland, Barkley, Kentucky and so many more.

Explore beautiful horse farms in the heart of the Bluegrass, stroll along the riverfront in Northern Kentucky or drive scenic byways in every part of the state. Along the way, check out dozens of state parks offering whisper-quiet trails, nature programs, an abundance of outdoor recreation and plenty of amenities, too.

Planning to travel a little later this year? Fall and winter in Kentucky are great seasons for hiking, bird watching, wildlife viewing, even fishing.

When you're ready to escape, Kentucky's wide-open spaces await!

www.kentuckytourism.com



VISIT MISSISSIPPI

SOUL FOOD SERVED SAFELY

www.visitmississippi.org/food

REQUEST A FREE BROCHURE

From home-grown cafes to trendsetting establishments, Mississippi's reputation for authentic dishes, unmatched hospitality and one-of-a-kind locales continues to flourish. Our restaurants are keeping surfaces clean and patrons protected while continuing to provide some of the best meals and experiences in the South.

Mississippi's menu has been cultivated by our unique heritage and rich landscape. Throughout the 20th century, cultural influences from around the world have combined with our own southern flare to create a culinary scene that's sure to please every palate. Our recipes have been passed down and perfected over generations.


Our chefs serve up the best of the South's celebrated culinary delights. Whether you enjoy the comfort of soul food like fried chicken and butter beans or Mississippi originals like Cornbread sauce and Delta hot tamales, or long for some catfish from the "Catfish Capital of the World" in Belzoni, you're sure to find what you're searching for in Mississippi.

Our take on traditional Southern sweets, like banana pudding and coconut cream pie, seafood (fresh from the Gulf of Mexico) and barbecue will have you planning your next visit before you leave. Don't miss out. Come discover all the tastes Mississippi has to offer.





www.visitmississippi.org/food



South Carolina  
Just right

DiscoverSouthCarolina.com

COASTAL FLAVORS OF SOUTH CAROLINA




DiscoverSouthCarolina.com

REQUEST A FREE BROCHURE

Nothing says South Carolina cuisine like fresh seafood, and there are few foods more quintessentially Southern than grits. When you combine the two, you get a South Carolina specialty that has gained widespread popularity across the country. From flavorful shrimp gathered from the salt creeks of the Lowcountry to fresh corn harvested throughout the state, shrimp and grits is a perfect marriage of flavor and texture that has grown from a Lowcountry delicacy to one of South Carolina's most iconic dishes. Originally a breakfast staple, this time-honored, seafood-and-grain super duo has transcended the confines of morning meals to grace brunch, lunch, dinner and late-night tables.

If you're looking for a Lowcountry meal perfect for a gathering with friends and family, nothing is more perfect than Frogmore Stew. This mouthwatering one-pot meal consists of shrimp, corn on the cob, new potatoes and smoked sausage. Those four ingredients are the basics, but sometimes live blue crab, stone crab claws, and onion are added. Spice things up with a seafood seasoning of your choice, beer and/or hot sauce and you've got a dish everyone will enjoy.

Try your hand at cooking a classic Southern dish at home with some help from our "how-to" video series. Whether you're looking to bring the farm to the table or simply want to learn the art of oyster shucking just like they do it in South Carolina's Lowcountry, we offer a variety of tips and easy to follow recipes that will have you cooking like a true South Carolinian.

DiscoverSouthCarolina.com



## Travel South: 2020 Recap

# EDITORIAL ROUND TABLE

Travel South Partners are eligible to participate in a virtual (WebEx/Zoom) presentation with Food Network Magazine senior staff and travel editors.

- Opportunity to discuss trends in the travel category and destination highlights
- Scheduling available now for each participating Travel South partner

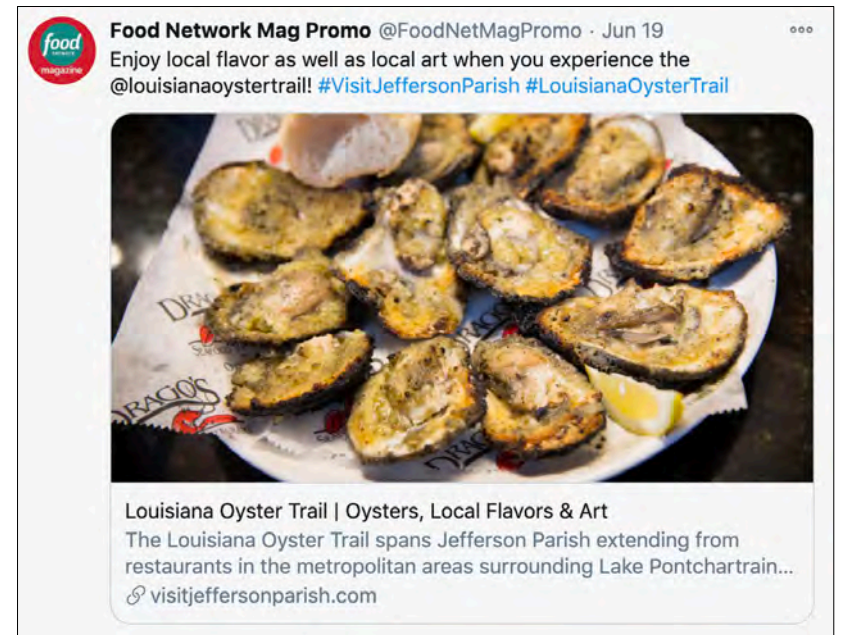
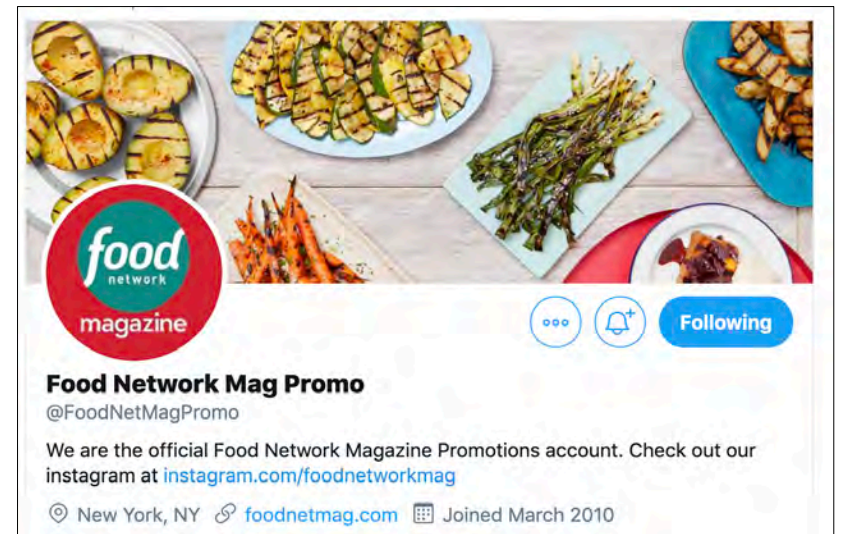


# Travel South: 2020 Recap

# SOCIAL MEDIA POSTS

Travel South Partners are currently eligible to receive two (2) Tweets on @FoodNetworkMag!

- Partners can call now to schedule their posts
- Posts may be re-Tweeted/shared by partners on respective Twitter handles
- Assets required: Image, Twitter handle, desired copy points





# Travel South + Food Network **PARTNERSHIP APPRECIATION**

This year has certainly been challenging – and *especially* for our tourism partners. We thank you for your support of the Food Network / Ultimate Ad Challenge program.

We are so grateful for your partnership and we will continue to promote your destinations throughout the coming months and beyond!







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