



Rich, Dynamic Instruction for the Chef in all of Us

2 Months online in USA and already: 300,000 unique visitors per month

Presented by:
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Gourmandia Online Properties

- Gourmandia offers exclusive actively managed information, entertainment and instructional videos in multiple languages from the world's best chefs as recognized in the Michelin Guide.
- Gourmandia will promote live cooking classes for paying members relevant to key themes, events or seasons.
- The Company provides services for those who have a passion for gourmet cuisine:
Professional Chef: the cooking student, caterer, restaurateur, sous chef or head chef
Aspirational Chef: the serious home chef, culinary enthusiast or entertainer.
- Gourmandia leverages at an affordable price the power of the Internet to expand its reach to an audience base that includes *Professional Chefs*.
- Gourmandia's online transaction platform offers its clients the possibility to securely select and conveniently purchase high quality ingredients. The Company will ensure high quality communication within the community through the use of Liaison Chefs.



An impressive list of customers, partners and more...





An advertising heaven for contextual targeting

Behavioral targeting: This feature allows us to track consumer activity and behavior on our site in order to efficiently deliver your message to the right audience

We partner with you to carefully select only advertisers with similar brand recognition

Our Selection of Products

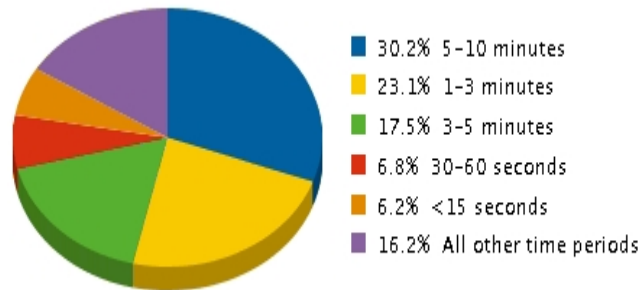
- Billboard (\$15,000 per show)
Have your brand sponsor one of our tv series (opening statement of the TV show, for example „Air France presents“, then the name of the series):
 - Bruno’s favorites: broadcasted twice a week on TV5 worldwide, 800 Millions viewers, including 10 Millions viewers in the USA
 - Traveling gourmet: same audience as Bruno’s favorites
 - Canapé: 2.5 Million viewers broadcasted twice monthly on Cuny TV
- E-Name (\$10,000 per show)
Your product is used and mentioned in one TV show/series or video recipes, for example a Chef executing a recipe could say „only President cheese is suitable for this recipe“
- E-Spot (\$0.075 per impression or per view)
Your video advertisement appears prior to our video show, instant brand recognition
- In series advertisement or indirect advertisement (\$20,000)
3 mins of our 26 mins TV series is dedicated to your product or company.

We are here to help you score with your advertising budget, talk to us for the right solution for you

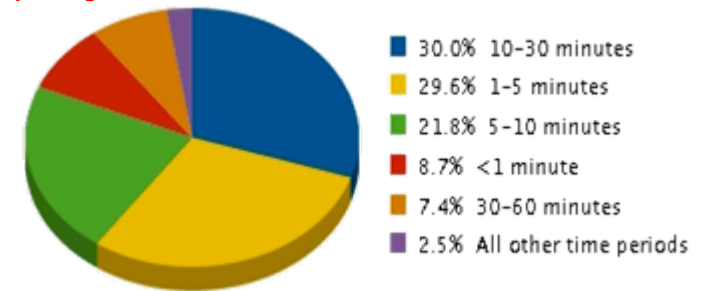


Gourmandia.com Web Site Statistics

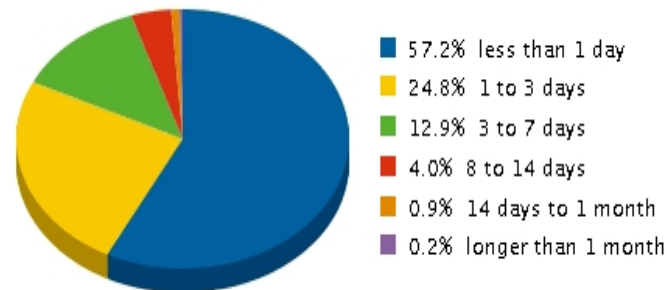
Time Spent on Page
Average
Reporting Date: May 2007



Time Spent on Site
Average Time Spent on Site = 13.2 minutes
Reporting Date: 2007



Return Frequency





Gourmandia Significant Reach

- Pages per Day **343,509**
- Visits per Day **10,823**
- Over **5,000+** Gourmandia members in less than 2 months
- Over **300,000** unique visitors monthly
- Over **10+ million** page views monthly
- The **only high-end gourmet site available** online



Integration and targeting allows you to reach millions of adults in a contextual environment, targetable across multiple variables.

- Highly accurate data – *These are real people being honest about who they are!*

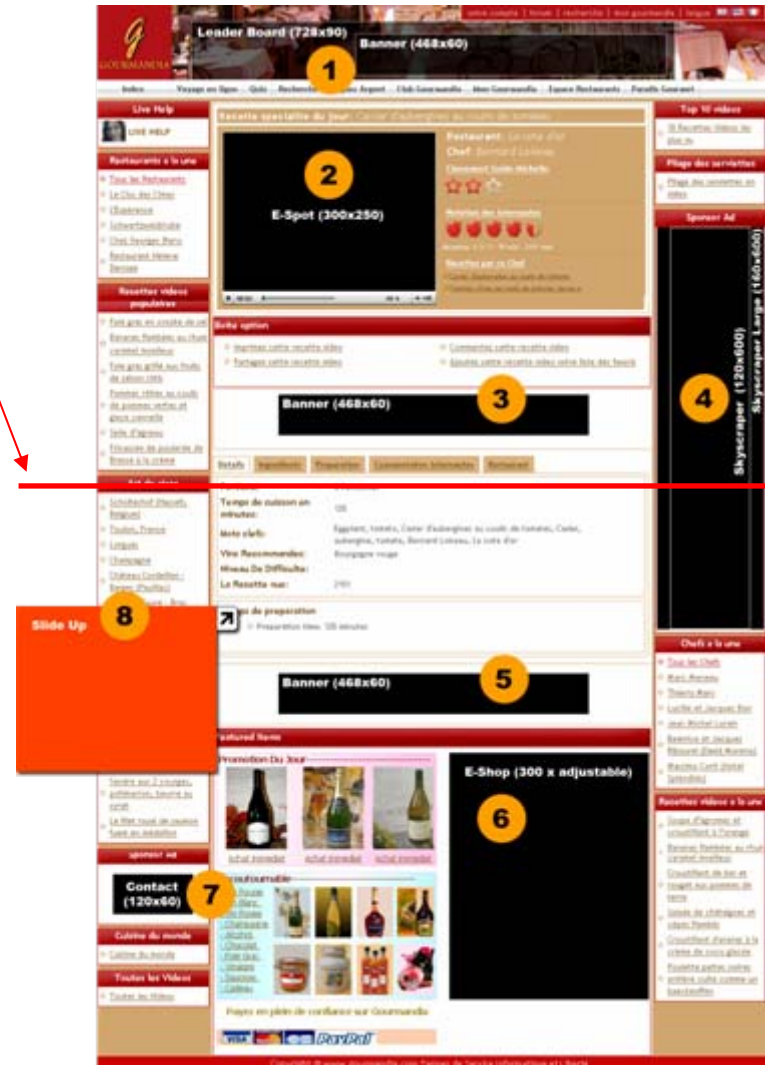
Culinary enthusiast Demographic profile

- Age 25 – 60 years old
- Gender 70% female, 30% male
- Location urban/suburban
- Education 67% college graduates
- Income level ~\$87,500 median

Traffic Snapshot:

- Over 300,000 unique visitors monthly
- Over 10+ million page views monthly
- The only high-end gourmet site available online.

Fold





Formats and Pricing (above the fold)

		Placement on page	Format	Home	Pack	RG
Gold	Medium Rectangle	2	300x250	\$78	\$68	\$45
	Banner	1	468x60	\$68	\$58	\$45
	Leaderboard	1	728x90	\$78	\$68	\$45
	Skyscraper/Large	3	120x600/160x600	\$58	\$45	\$45
Premium	Medium Rectangle	2	300x250	\$48	\$ 28	\$ 28
	Banner	1	468x60	\$38	\$28	\$ 28
	Leaderboard	1	728x90	\$48	\$ 28	\$ 28
	Skyscraper/Large	3	120x600/160x600	\$28	\$ 28	\$ 28
Volume	Medium Rectangle	2	300x250	\$25	\$ 20	\$ 20
	Leaderboard	1	728x90	\$28	\$48	\$ 20
	Skyscraper/Large	3	120x600/160x600	\$20	\$20	\$ 20

Gold Your ad will appear above the fold only and is the only ad available on the page, capping (maximum number of advertising spots shown to one viewer per day)
Your ad appears at an hour of the day of your choosing

Premium Same as Gold, but your ad shares the page with other ads

Volume Same as Premium, but with no capping

Home Home page

Pack Minimum \$20,000 order on home page

RG Other pages on the site

Placement Numbers refer to Picture on [slide 7](#)



Formats and Pricing (below the fold)

		Placement	Format	CPM	CPC	CPA
Performance	Side Up	5	300x250	\$10	\$1	\$2
	Banner	6	468x60	\$ 10	\$1	\$2
	Leaderboard	1	728x90	\$ 10	\$1	\$2
	E-Shop	6	300x600	\$ 15	\$2	3,5%

CPM: Cost per thousand impression (ad views)

CPC: Cost per Click, minimum budget \$5,000

CPA: Cost Per Action (Cost per subscription or per sale made on your site as a result of a gourmandia.com click referral)



Pre-Roll Video or E-Spot

Pre-roll video advertisement is a contextual format, your brand is in affinity with our high-end contents, thus your brand benefits from the high quality of our image and programs.

Average CTR*=0.65%

(Click-through rate: Industry benchmark is 0.05%)

A guaranteed Return On Investment

Pre-roll advertising has three components:

1. Pre-Roll Video (Maximum video ad duration 15 seconds)
2. 468x60 companion unit – REQUIRED
3. 300x250 unit – OPTIONAL



Pre-Roll Video

		Home	Top 10 Video Page	Travel on line page	Napkin folding page	Remaining pages
Pre-Roll Video	Gold	\$95	\$70	\$ 70	\$70	\$50
	Premium	\$90	\$75	\$75	\$75	\$65
	Volume	\$75	\$65	\$ 65	\$65	\$50



Client Service and Performance Reporting

Gourmandia wants your campaign to succeed as much as you do.

Should certain parts of the campaign not perform to your satisfaction? Gourmandia is happy to reallocate those placements, as available.

At Gourmandia you can track your ad campaign in Real-Time, adjust and optimize impressions, bill and pull through.

For more information:

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