



TRUSTED MEDIA BRANDS

---

Content. Inspired by you.

# The world's leading community-driven media and entertainment company

We are powered by stories that are inspired and created by our fans. Authentic to the core, we shine our spotlight on amazing people and moments to fuel the passions and pastimes of more than 200 million consumers worldwide.

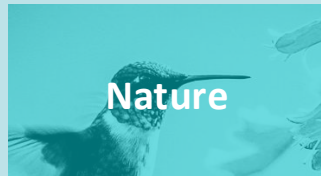


# ‘Community-Driven’ means our audience *participates and inspires*

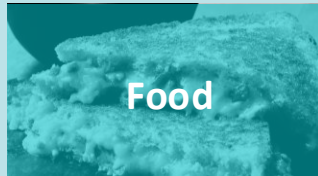


## Community-Sourced Content

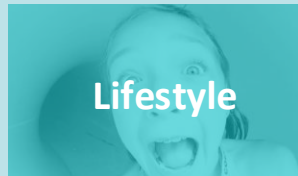
More than 350k contributors submit content to our portfolio of brands



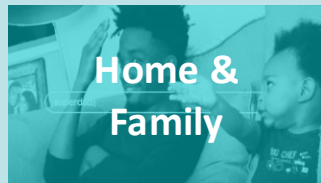
Nature



Food



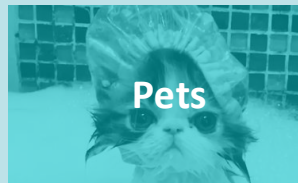
Lifestyle



Home &  
Family



DIY



Pets

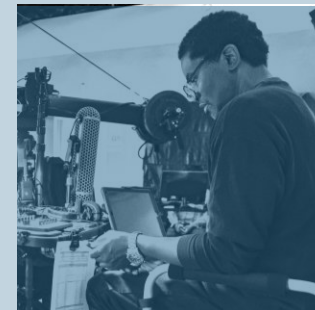
Submitted content includes videos, photography, recipes, stories, jokes, and more

Our audiences don't just consume our content – they're a part of it. They tune in and log on to see content they submitted themselves, and content that we create that's inspired by their submissions.



## Professional Expertise & Storytelling

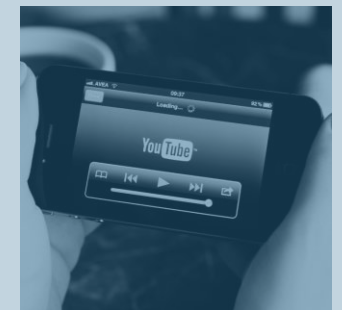
Our expert creative, production, and editorial teams take inspiration from our community in creating content for all platforms



Long-form video inspired  
by our community

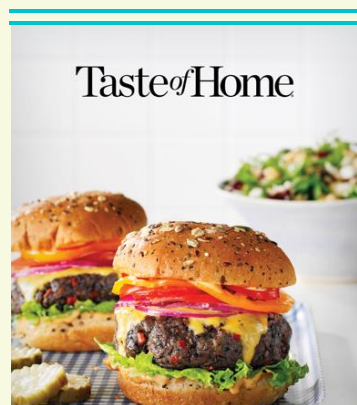


Editorial articles  
and written content



Short-form  
social-first video content

# Community-sourced content powers brands that matter



**25M**

Unique  
Visitors



**11M**

Social  
Followers



**48M**

Social  
Followers



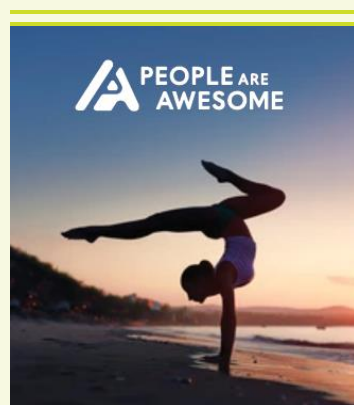
**7M**

Unique  
Visitors



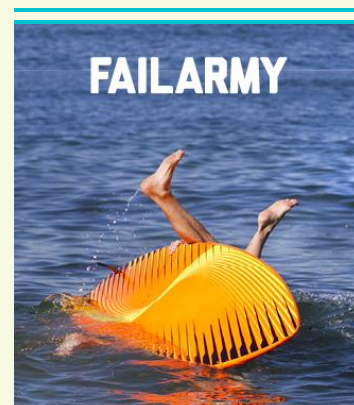
**714K**

Social  
Followers



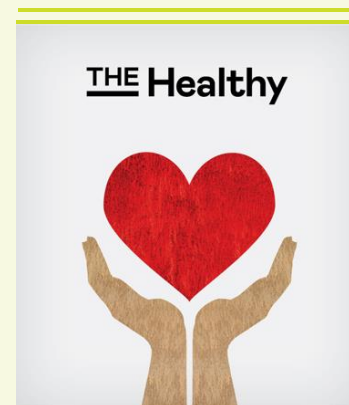
**66M**

Social  
Followers



**80M**

Monthly Video  
Views



**1.5M**

Unique  
Visitors



**11M**

Unique  
Visitors

**193M**

Monthly Video  
Views

**480M**

Monthly Video  
Views

**5.5M**

Social  
Followers

**5M**

Monthly  
Video Views

**83M**

Social  
Followers

**1.1B**

Monthly Video  
Views

facebook

YouTube

Snapchat

twitter

Instagram

TikTok

apple tv

android

Roku

fire tv

xumo

VIZIO

PLUTO TV

SAMSUNG  
TV Plus

Source: Website: ComScore (U.S.) 3 Month Avg. Ending Dec 2022; Social Dec 2022; includes FB, YouTube, Instagram, Twitter, Snapchat, Tik Tok

TMB



# We meet people where they are

**300M+**

people engage with us across every touchpoint, from TV to print to opt-in email newsletters



**1+  
BILLION**

Annual  
Website Visits



**19+  
BILLION**

Annual  
Social View



**10+  
BILLION**

Annual Streaming  
TV Minutes Viewed



**350+K**

Contributors  
With Jokes,  
Recipes, Photos  
and Videos



**10+  
MILLION**

Newsletters  
Subscribers



**29  
MILLION**

Print  
Readers



**260+  
MILLION**

Social  
Followers

# We speak to all generations

**17%**  
of our  
audience are  
**GEN-Z**



**47%**  
of our  
audience are  
**MILLENNIALS**



**20%**  
of our  
audience are  
**GEN-X**



**16%**  
of our  
audience are  
**BABY BOOMERS**



# Video is at the core of everything we do

**19+ BILLION**

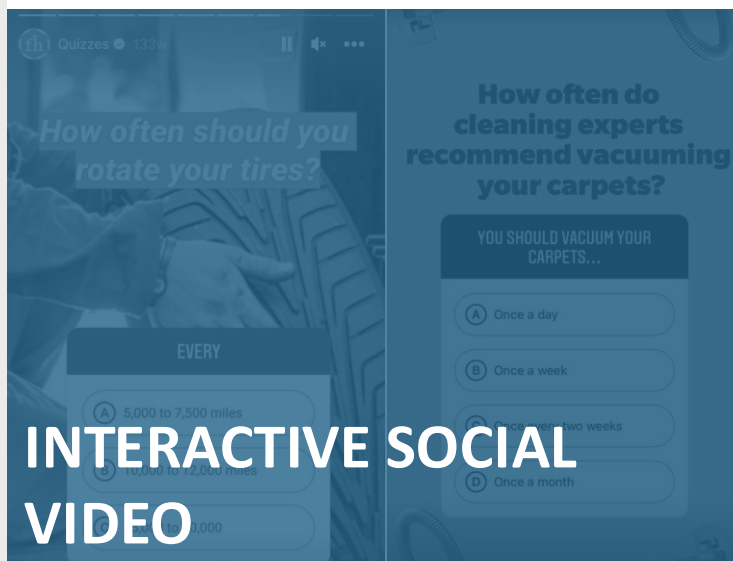
Annual  
Social Views

**10+ BILLION**

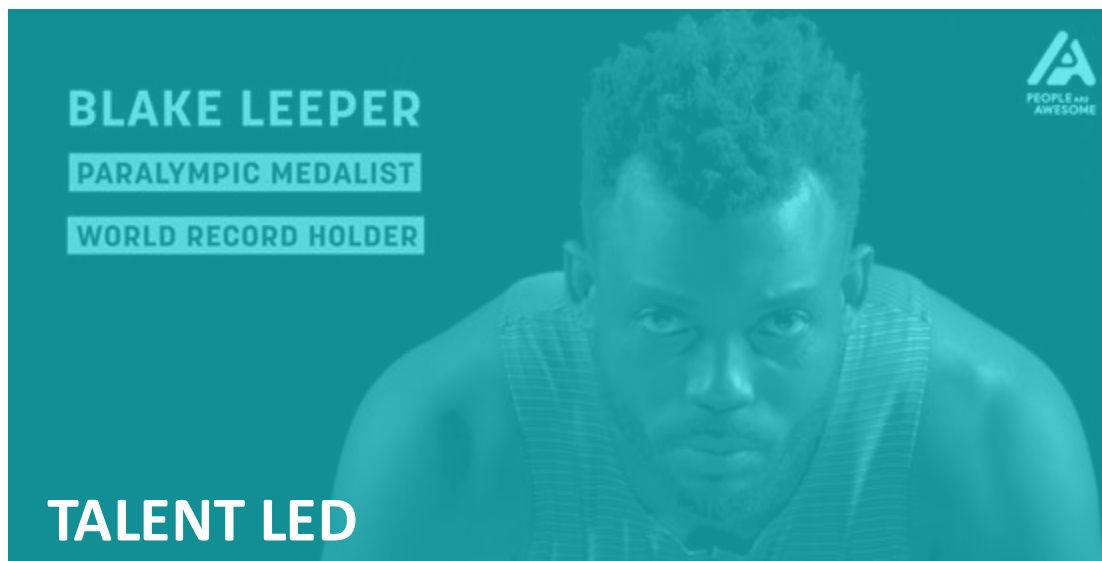
Annual Streaming  
TV Minutes` Viewed

**100% GROWTH**

YOY Growth  
on Digital



**INTERACTIVE SOCIAL  
VIDEO**



**TALENT LED**



**ORIGINAL  
PROGRAMMING**



**CLIP COMPILATION  
FRANCHSIES**



**HOW-TO  
EXPLAINERS**



# We lead in driving engagement



**74 MINUTES**

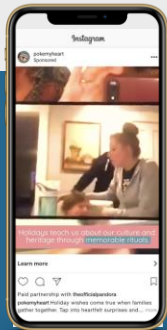
Watched daily  
per user on streaming



**AVG 51 MINUTES**

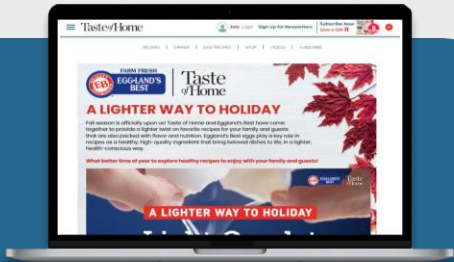
Per print issue  
25% more than competitive set

Our content sees up to  
**3x more engagement**  
than our competitors across each platform



**906MM**

Social video views across  
Facebook, TikTok and YouTube  
3x more than competitive set



TMB visitors consume  
**6 VIDEOS**  
per visitor per month  
3x more than competitive set

## WINNING ACROSS KEY COMPETITORS



CONDÉ NAST

BuzzFeed



SOURCE: Shareable November, 2022, Wurl Data November, 2022 including Samsung, VIZIO, LG, Plex, MRI-Simmons Fall 2022, comScore Video Metrix Sep 2022





# We know our audience

Our investment in data allows us to know our engaged audience – which allows you, our partners, to reach your core prospects.

TMB's 1<sup>st</sup> party audiences are

**32%** more likely to take action than those targeted with 3<sup>rd</sup> party tactics

We collect hundreds of data-points on our first-party audiences to build cohorts that our advertisers can reach with hyper-targeted cross-platform advertising.

**78%** increase in CTR when targeting the right cohort at the right time since creating ti360



## Sample 1<sup>st</sup> Party Cohorts



Travelers, Pop Culture, Beauty,  
Product Seekers, Wellness Seekers

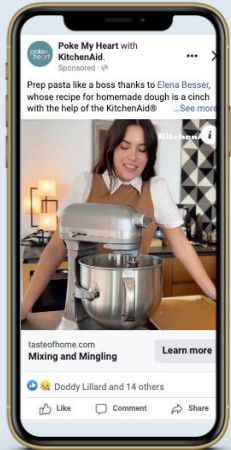


Home Cooks, Fusion Foodies,  
Homeowners

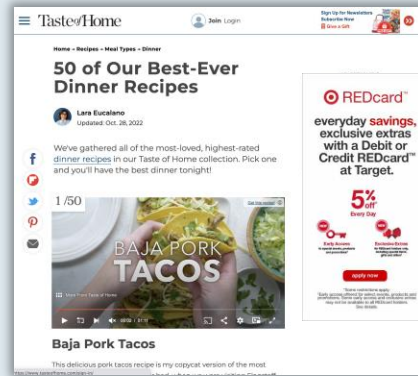


Family Matters, Quick & Easy Meals  
Motivated Moms, Pet Lovers

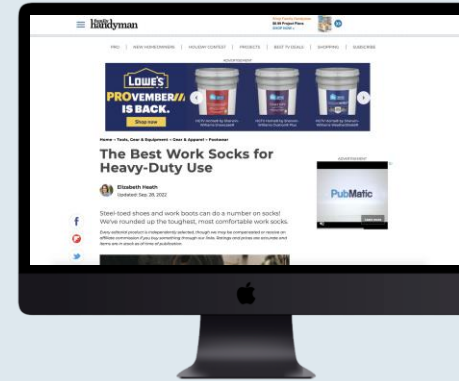
# And we're a trusted partner



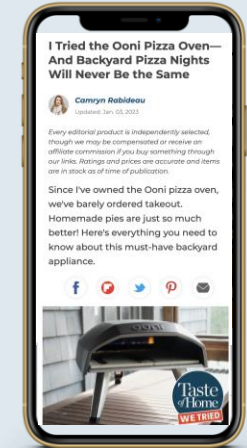
BRANDED CONTENT



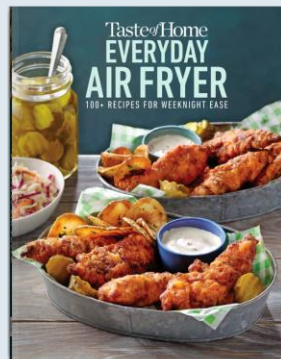
PROGRAMMATIC



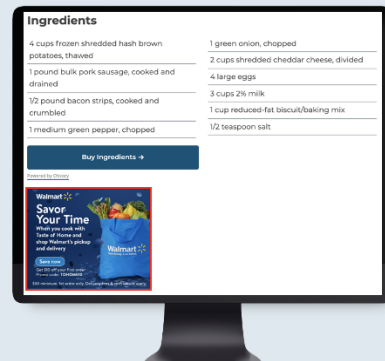
DATA/TARGETTING



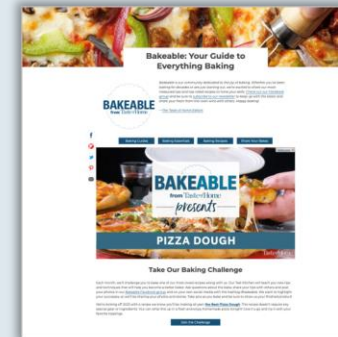
AFFILIATE



BOOKS



SHOPPABLE



EDITORIAL SPONSORSHIPS



LICENSING

TRUSTED STUDIOS



# Don't just take it from us...

“

Thanks for helping make 2022 such a successful year and for being great partners as well!  
Looking forward to getting some fun stuff on the books

”

Josh Villanueva, Starcom



“

TMB was a great partner to work with on our campaign. Through a seamless process from concept creation to final phases of production, our CinnaFuego Friday videos were a hit! The campaign was successful in driving lifts in awareness our new product, and reached target audiences in authentic environments and playing into their interests.

”

Alexa Fishman, Mindshare



“

At KitchenAid, we know influencers are a key component to driving measurable brand lift and authentic consumer engagement. That's why we were excited to partner with TMB to create a customized campaign based on first-party audience data that inspired consumers to mix it up this holiday season with unique, festive recipes. We can't wait to see how this resonates with consumers and all of the delicious dishes to come.

”

Mitchell Cooper, Brand Manager



“

I have to say the RD team never ceases to amaze me. Leveraging these partnerships compliantly is so key for now and the future...hence why we are repeat (and always happy) customers!!

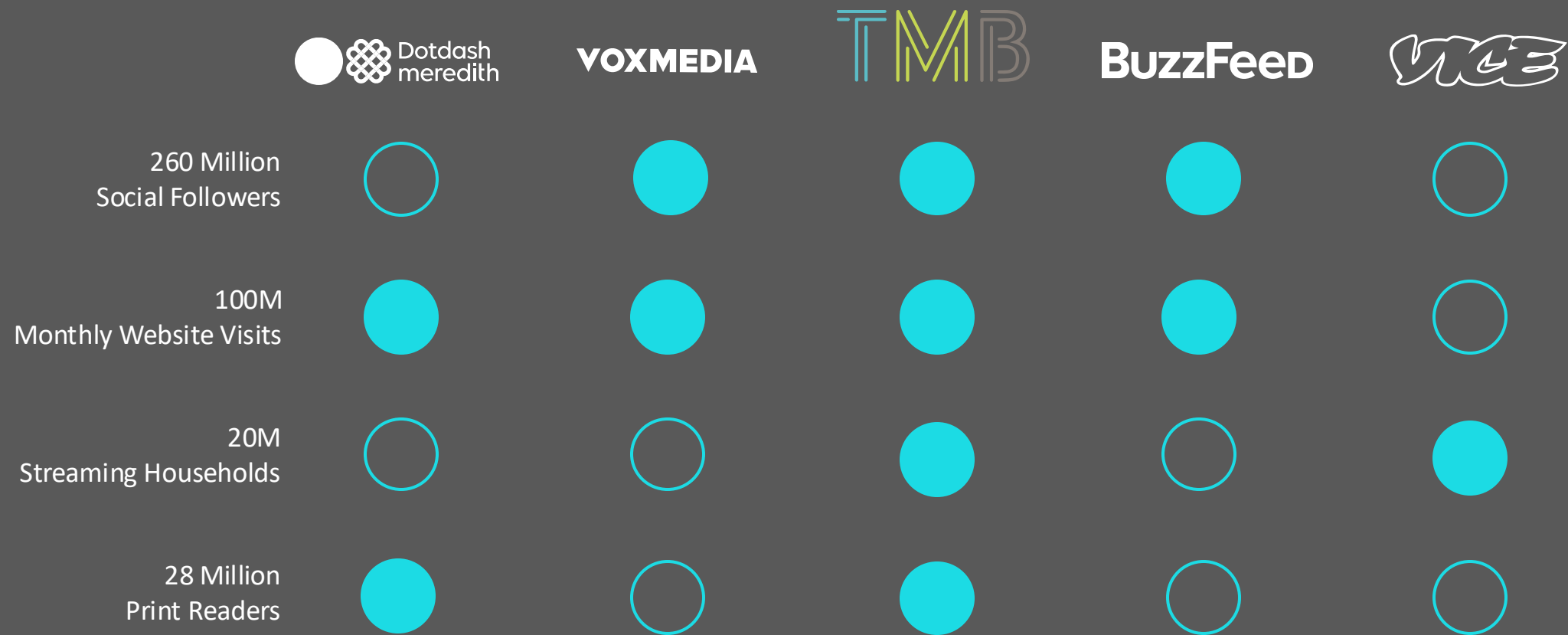
THANK YOU! I know this wasn't an easy one.

”

Kiersten Mahon, Real Chemistry



# Differentiated among digital media companies







# APPENDIX SLIDES



# The World's Leading Community Driven Media and Entertainment Company

We are powered by stories that are inspired and created by our fans. Authentic to the core, we shine our spotlight on amazing people and moments to fuel the passions and pastimes of more than 200 million consumers worldwide.

**1+  
BILLION**

Annual  
Website Visits

**19+  
BILLION**

Annual  
Social View

**10+  
BILLION**

Annual Streaming  
TV Minutes Viewed

**350+K**

contributors  
with jokes,  
recipes, photos  
and videos

**10+  
MILLION**

Newsletters  
Subscribers

**28  
MILLION**

Print Readers

**260+  
MILLION**

Social Followers

# Don't just take it from us...

“

At Haven Life, we want to build enduring connections with potential policyholders. We felt that the UCG content that TMB created on our behalf, allowed us to build a genuine connection with potential policyholders and improve the strength of our brand pillars.

Matthew Meyers, Head of Marketing



”

“

The team at TMB are some of the best of the best. If you're their client, they commit fully and passionately to driving your business goals. They are very personable and dedicated to every project they touch, delivering top tier results and actionable insights for your brand every time you work with them.

Jamie Lauten, Digitas Content Team



”

“

Working with the TMB crew was positive and seamless – the media agency, creative agency, and clients loved the experience and, of course, the content! As a first time partner for this client we were excited to prove out performance, and TMB was able to creatively capture the brand's goals while simultaneously exceeding benchmarks.

Caroline Cliff, Mindshare



”

“

We felt the experience working with TMB was seamless from start to finish. The clients were happy and the performance was strong and consistent across the campaign.

Lucy Enright, Digital Partnerships at Initiative



”

TMB

# Our multi-channel video content amazes, inspires & informs

We celebrate community-driven moments created by everyday people around the world by discovering, acquiring, and distributing these brand-safe videos for powerful storytelling.



AMAZING PEOPLE



AMUSING MOMENTS



INSPIRING STORIES



# Community is at the heart of everything we do

Our content is inspired by our audience who engages and participates with our brands everyday, providing us with inspiring stories, appetizing recipes and amazing moments that are at the heart of each of our brands daily content. We celebrate community-driven moments created by everyday people around the world by discovering, acquiring, and distributing these brand-safe videos that ignites powerful storytelling.

**PEOPLE ARE  
AWESOME**



**AMAZING  
PEOPLE**

**Taste  
of Home**



**DELICIOUS  
DISHES**

**FAILARMY**



**EVERYDAY  
LAUGHS**

**Reader's  
Digest**



**DYNAMIC  
STORIES**

**family  
handyman**



**INSPIRATIONAL  
PROJECTS**

**pokeMYheart**



**HEARTFELT  
MOMENTS**

# What matters to consumers, matters to advertisers



## AUTHENTIC

**53%**

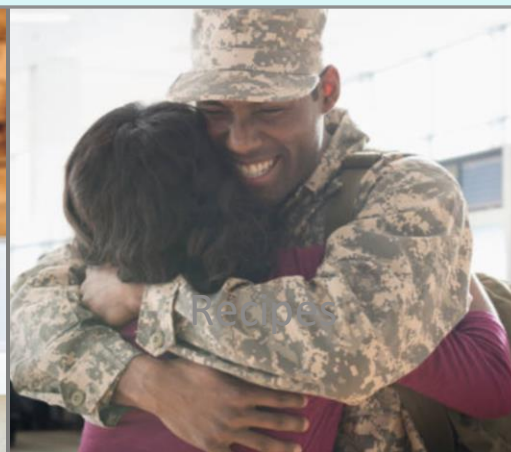
of people say “a person like themselves” is an extremely credible source of information about a company.\*\*



## RELATABLE

**90%**

“Authenticity is important when deciding which brands I like and support.”\*  
75 % “UGC makes content more authentic” \*\*\*\*



## EMOTIONAL

**31%**

of advertisers report gains from emotional campaigns, vs 16% of campaigns that appeal to people’s rational side.\*\*\*



## ENGAGING

**4x**

Ads with UGC get 4x higher CTRs and a 50% drop in CPC compared to average ads.\*\*\*\*



## PARTICIPATORY

**95K**

User Submitted Videos

**12K**

Recipes

**40K**

Reader’s Stories

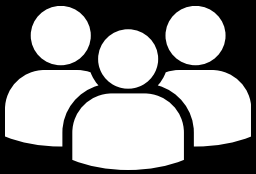
**100K**

Jokes

\*Stackla Report: Bridging the Gap: Consumer & Marketing Perspectives on Content in the Digital Age; \*\*Edelman Q42020 Study; \*\*\*social media today how-emotion-influences-buying-behavior-infographics; \*\*\*\*Tint by Filestack Report: 9 Things We Learned from our UGC Study

# Across every channel to every key audience

## SOCIAL



**45M**

Monthly  
Engagements

**260M**

Fans & Followers

## STREAMING



**20M**

OTT  
Households

**919M**

Monthly Minutes  
Viewed

## VIDEO



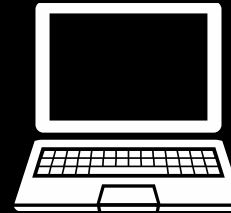
**2.1B**

Monthly  
Video Views

**2.8B**

Total Monthly Minutes  
Watched

## DIGITAL WEB



**42M**

Unique Visitors

**3.5M**

Newsletter  
Subscribers

## PRINT



**28M**

Print  
Readers

facebook

YouTube

Snapchat

twitter

Instagram

TikTok

tv

android

Roku

fire tv

xumo

VIZIO

PLUTO TV

SAMSUNG  
TV Plus

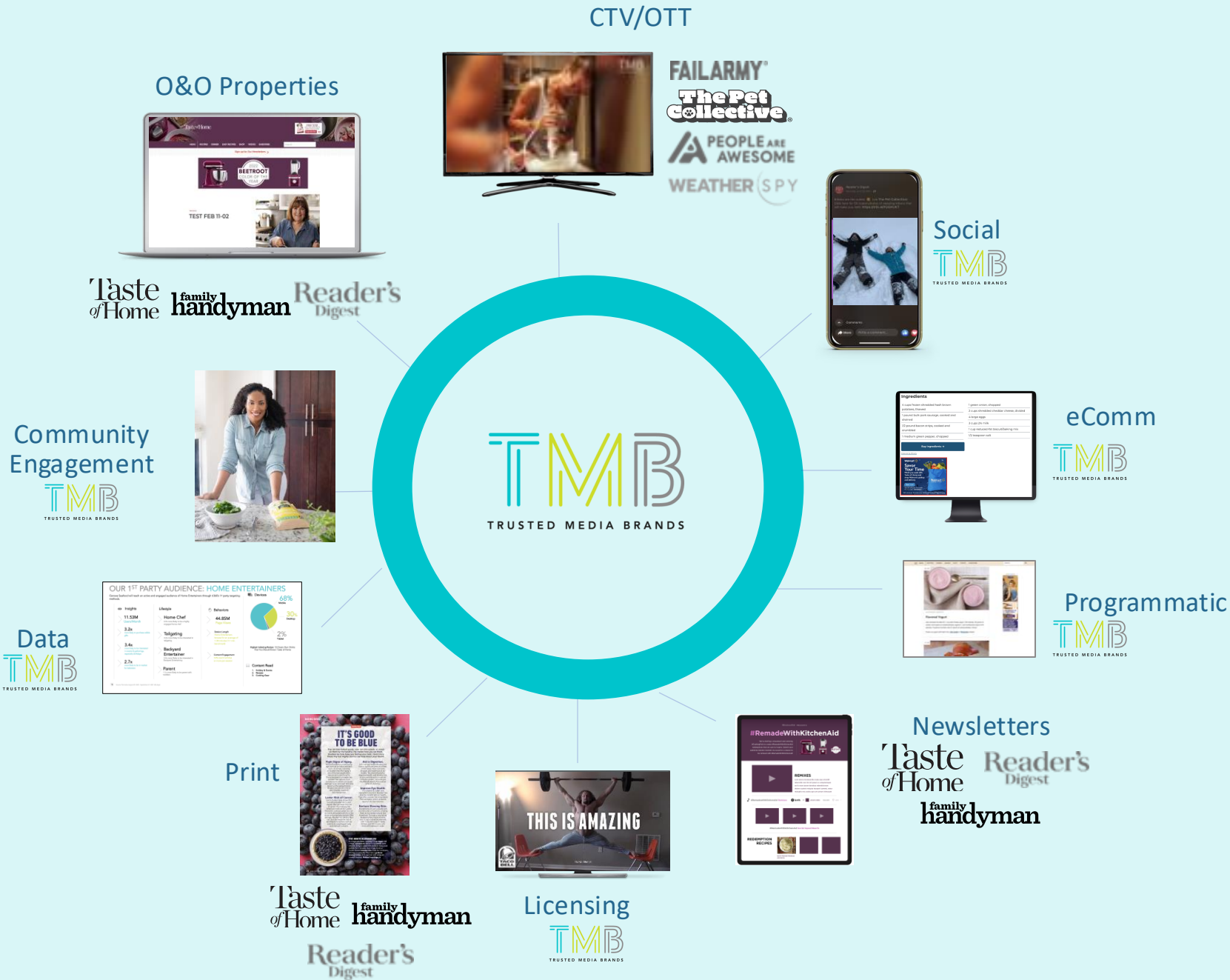
TMB

Source: Wurl platform data; Social  
Media Platform Insights;  
ComScore 3 Mon. Avg ending Dec  
2022; MRI Simmons Fall 2022

# TMB'S ecosystem

## A 360° VIEW

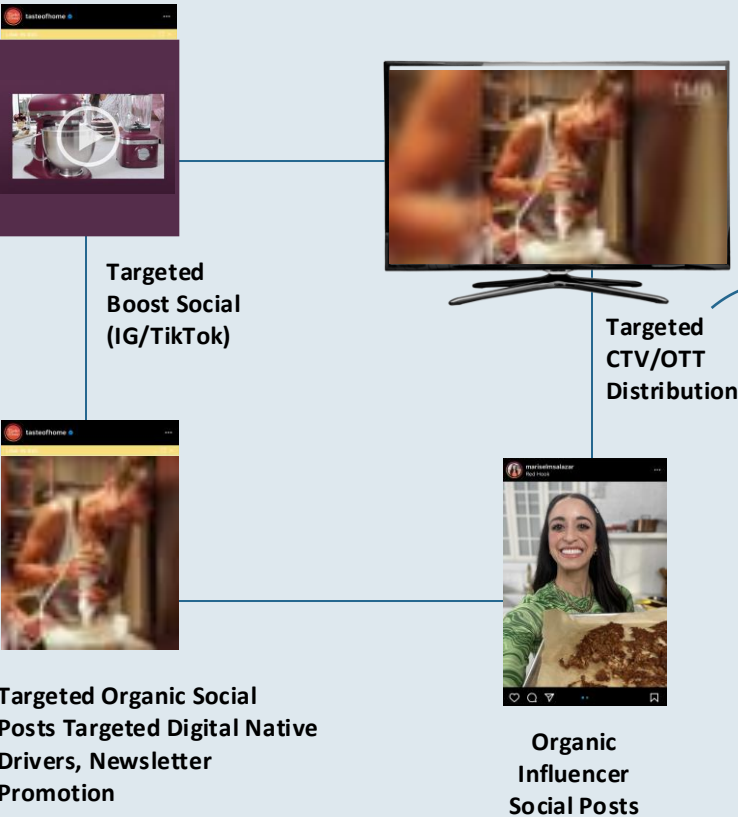
More brands, more platforms. Trusted Media Brands' 2021 acquisition of Jukin Media gives TMB the most diverse set of brands in the industry, tremendous scale, and a powerhouse video offering.





# Campaigns centered around ideas, distributed across our platforms

## PROMOTIONAL ELEMENTS DRIVING AUDIENCE TO CUSTOMIZED CONTENT



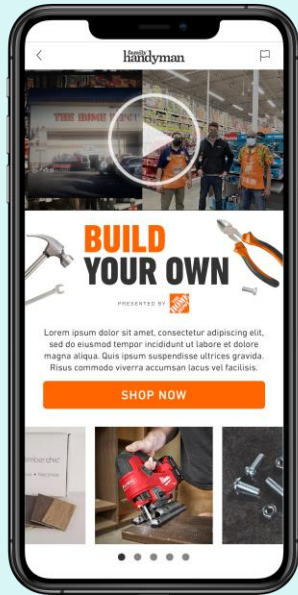
## TARGETED & CONTEXTUAL AMPLICATION OF ASSETS FOR SCALED REACH & ENGAGEMENT



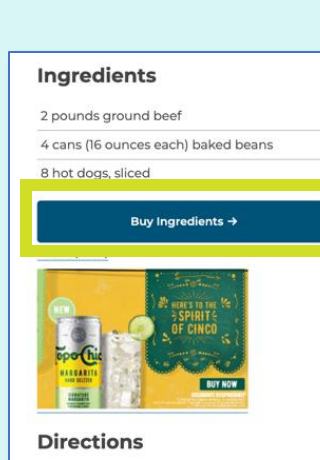
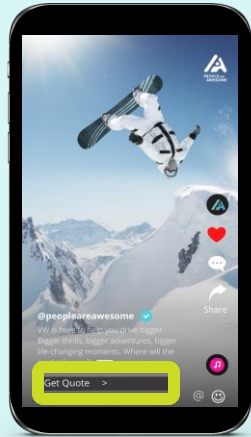
- CUSTOM CONTENT**
- Native articles/videos
  - Influencer partnerships
  - Branded CTV/OTT video

# Shoppable content across platforms

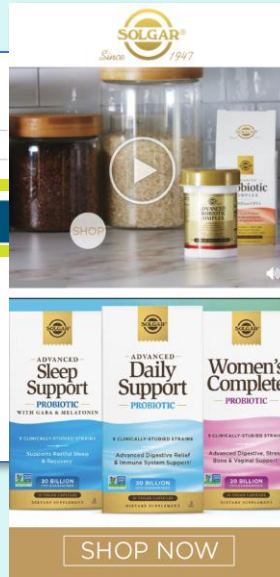
TMB ensures shoppability is seamlessly integrated into every touchpoint across platforms for our 200 million consumers worldwide. We effectively drive consumers down the path to purchase wherever they consume content across digital, social streaming and print.



SOCIAL



DIGITAL



STREAMING



PRINT

Notably, TMB sees higher add-to-cart rates than other long-term publishers across tasteofhome.com – sending \$2.2M of goods to retailer sites in the last 6 months.

# TMB's power in video

With 2B+ video views across digital, social and streaming, we reach every demographic and can be your one-stop-shop for your video needs and reach your audience throughout the holiday season.



TRAVELERS

19MM



HOME COOKS

55MM



ENTERTAINMENT

15MM



HEALTH & WELLNESS  
SEEKERS

36MM



PET LOVERS

19MM



MOTIVATED MOMS

16MM



DIYERS

18MM



MONEY SAVERS

25MM

**family handyman** Taste of Home **Reader's Digest**

#1 in online video views against  
competitive set\*

## Contextually relevant solutions

We can create fast, turn-key and customized programs that reach your KPI's.

## Guaranteed viewability

TMB's streaming inventory in non-skippable and in-view and our OLV is sold on a viewable guarantee.

\*average monthly impressions across and digital  
Source: Springserve/Cadent



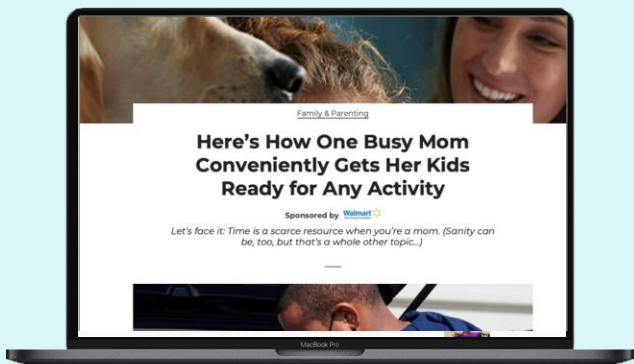
# Your cross-platform creative content partner



BRANDED CONTENT



CUSTOM ADVERTORIALS



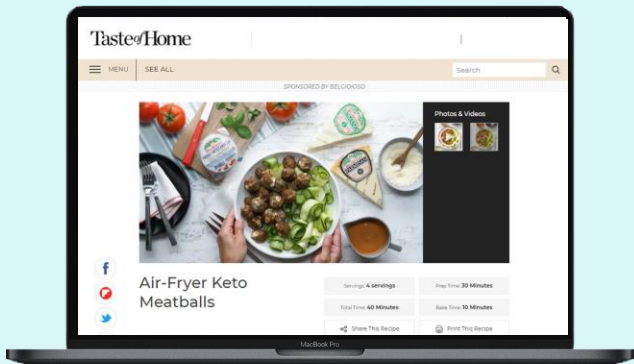
NATIVE ARTICLE



EDITORIAL TENTPOLE INTEGRATION



LICENSING



CUSTOM VIDEO



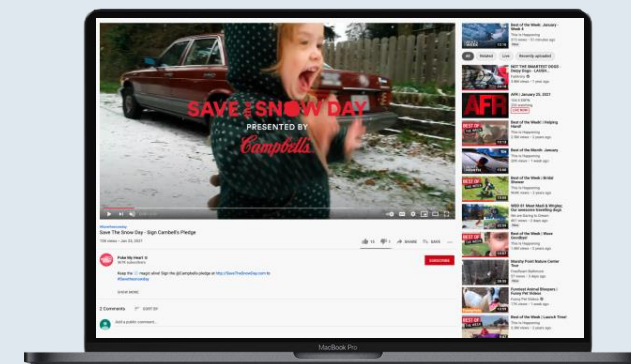
# Your cross platform video content partner



BRANDED CONTENT  
BREAKS



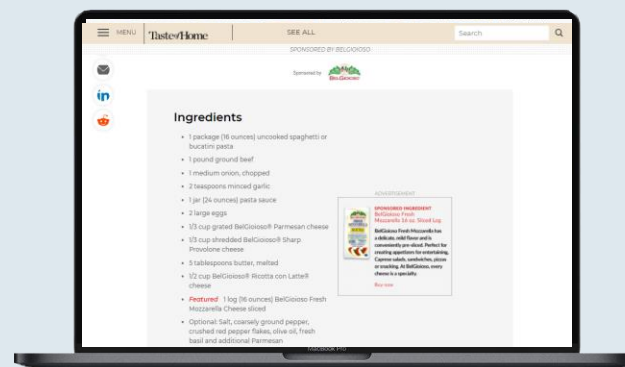
LONG-FORM CTV  
PROGRAMMING



COMPILATIONS



PROJECTS



RECIPES

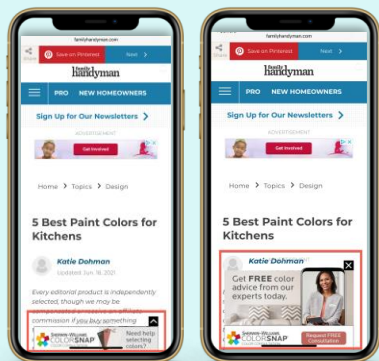


SOCIAL PROGRAMMING  
INTEGRATION

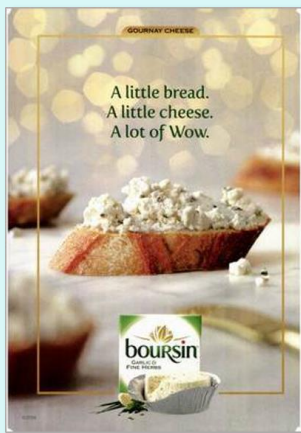


CUSTOM  
SHORT-FORM SOCIAL

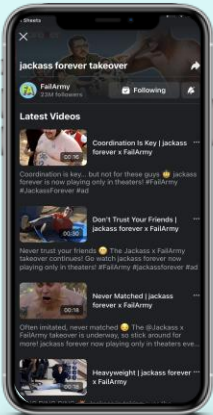
# Your cross platform media partner



DATA/TARGETING



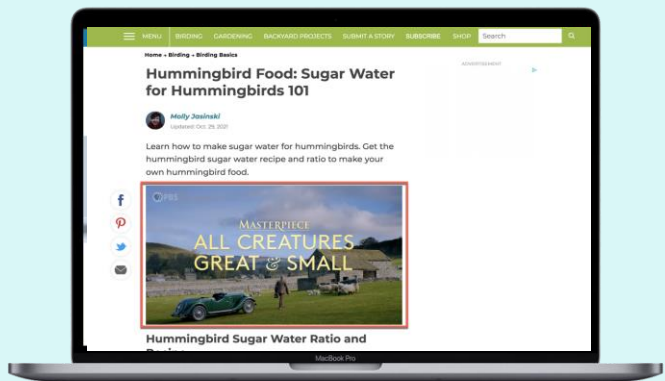
PRINT



SOCIAL



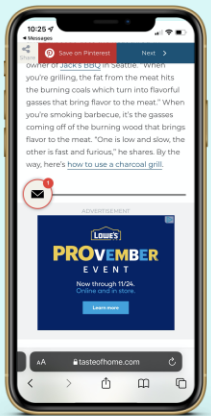
SHOPPABLE



O&O



CTV

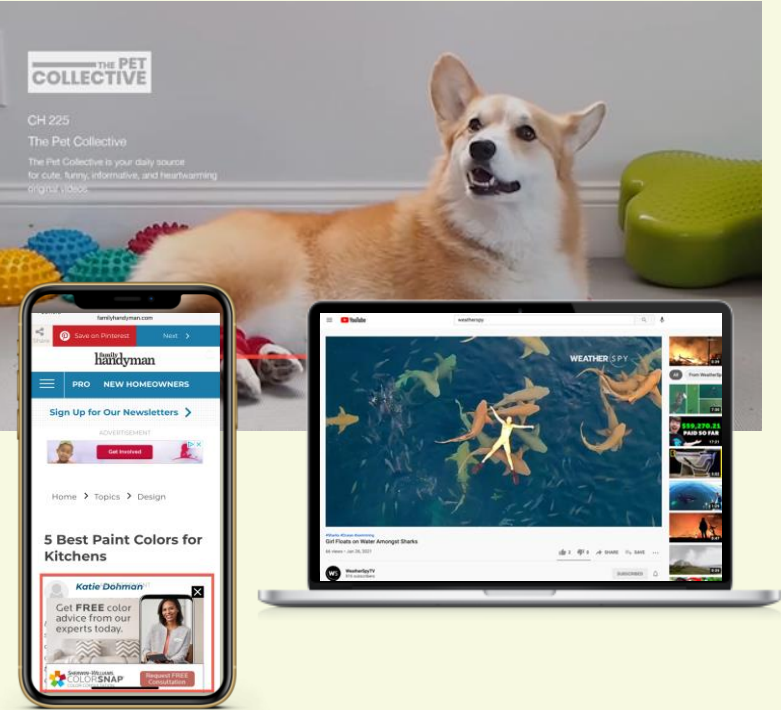


PROGRAMMATIC MEDIA

# Partner with us across every medium & screen

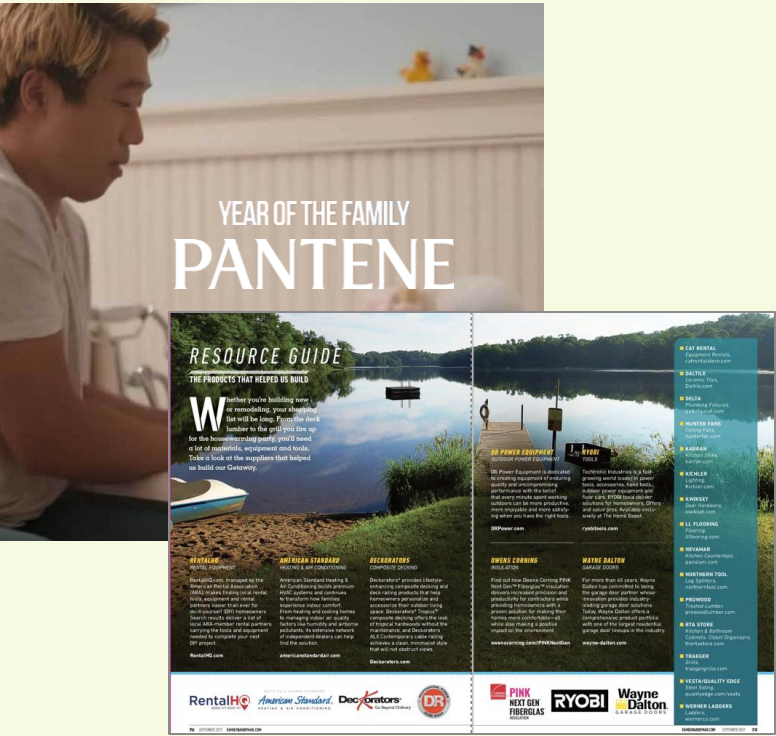
## Cross-Screen Media

High-impact, brand safe video and display inventory across every screen, leveraging 1<sup>st</sup> & 3<sup>rd</sup> party data



## Branded Content

Custom content, original series, and editorial sponsorships, powered by authentic community-driven content



## Custom Creative + Licensing

Bespoke creative services, helping brands utilize our content and expertise to produce highly-authentic video creative





# WHY LICENSING



TRUSTED MEDIA BRANDS

---

Content. Inspired by you.



TMB's Jukin Licensing is the largest curator of UGC, sourcing the best content for advertisers, publishers, entertainment and our own powerhouse brands.

Having our finger on the pulse of what's being created and what engages audiences allows us to build our own brands with the best.



# 24/7/365

Global Content Sourcing Team

# 50K

Videos Sourced & Vetted Weekly

# 10K

Platforms & Websites Sourced Globally

# 95K+

Video Library to Power Our Brands and Engage Audiences



# WHY STREAMING



TRUSTED MEDIA BRANDS

---

Content. Inspired by you.

# A leader in FAST streaming and trusted streaming TV advertising partner

30+

STREAMING TV  
PLATFORMS

Apple tv

SAMSUNG  
TV Plus

Roku

sling

LG Channels

pluto tv

fire tv

Rakuten

xumo

peacock

VIZIO

redbox

## FULL-EPIISODE TV



In-stream and pre-roll video advertising with an addressable audience of more than **12 MILLION HOUSEHOLDS**, and offering custom branded content and sponsorships that extend from TV to web and social



2021 Winner  
Best Publisher Pivot to TV

5

Streaming Channels

20+

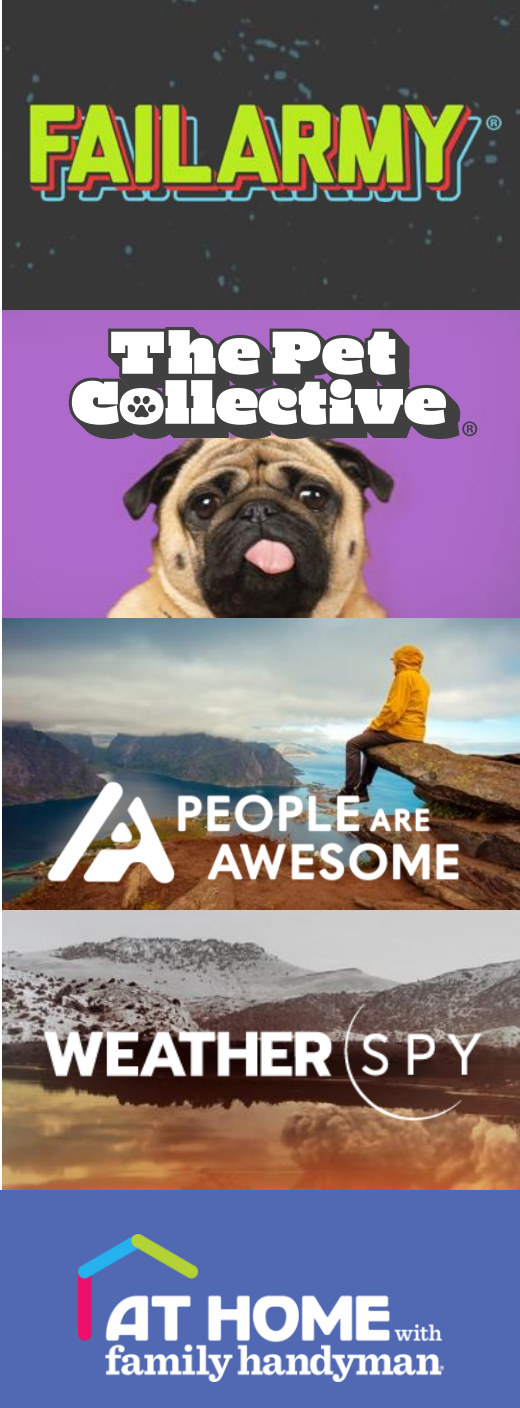
Platforms Across the Globe

9+ Billion

Annual Minutes Watched

+12%

Increase in Monthly Watch Time



Taking over TV

30+ Platforms

14M+ Monthly Hours Viewed

73 MIN Average Watch Time

15% YoY Audience Growth

2x WINNER Best Publisher Pivot to TV



pluto tv

xumo

Samsung  
TV Plus

VIZIO

Roku

sling

LG Channels

freevee

fubo TV



# Standout on streaming



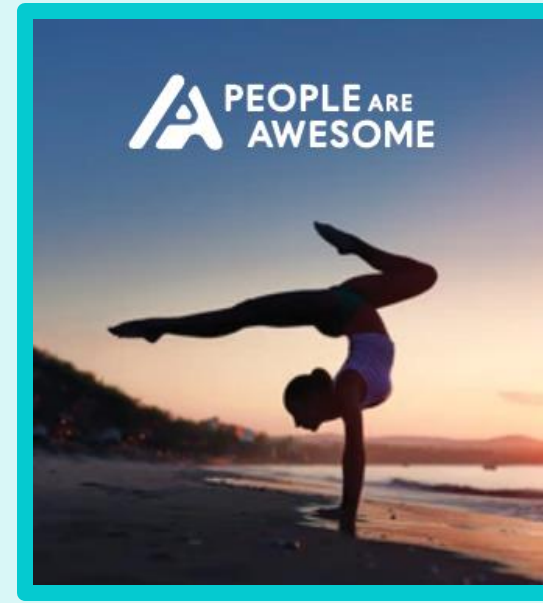
All of the Fun,  
None of the Mess.

89 Min - Avg. Daily Watch Time  
305M Minutes Viewed Monthly  
46M Social Fans



One of the most watched properties  
in the world

2021 Webby Winner  
351 Minutes Viewed Monthly  
72 Min - Avg. Daily Watch Time  
76M Social Fans



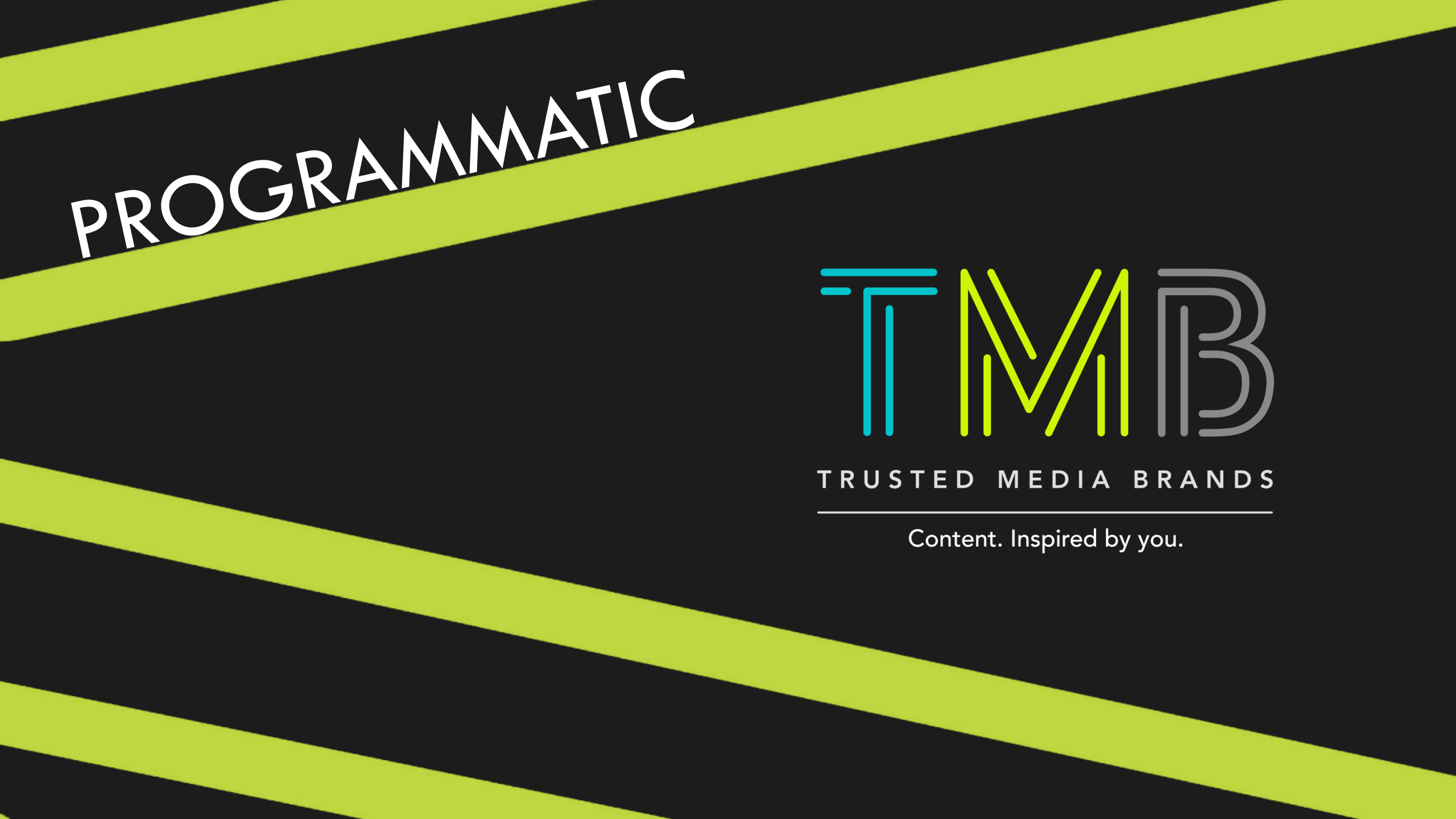
One of the biggest 24/7 active lifestyle  
channels on OTT

93% YOY Audience Growth  
68M Minutes Viewed Monthly  
47 Min - Avg. Daily Watch Time  
66M Social Fans



A reimagined weather channel for  
Millennials & Gen Z

44 Minutes Viewed Monthly  
52 Min - Avg. Daily Watch Time  
1M Social Fans



PROGRAMMATIC



TRUSTED MEDIA BRANDS

Content. Inspired by you.

# Cross-screen programmatic capabilities

Our offering:	PMP	Programmatic Guaranteed	Direct
Standard Display	●	●	●
High Impact 970x250	●	●	●
Pre-Roll Video	●	●	●
1P and Contextual Data	●	●	●
Data Ingestion (Vaults) matching and modeling	●	○	●
Pub Hosted Custom High Impact Creative	○	●	●
First Impression Takeovers	○	●	●
Editorial Sponsorships	○	●	●
Branded Ingredient/Product Integration Sponsorship	○	●	●
Email Newsletters	●	○	●
CTV Streaming Video	●	●	●
Branded Content Breaks	○	●	●
YouTube Media	○	●	●
CTV/Social Custom Video	○	○	●