

THE NEW LOOK ECOOK.CO.NZ IS HERE

The screenshot displays the Ecook website interface. At the top left is the 'Ecook' logo. To its right is a navigation menu with links for 'HOME', 'MY COOKBOOK', 'ARTICLES', 'ABOUT ECOOK', and 'CONTACT US'. Below the logo is a search bar with a dropdown menu for 'All Categories', a text input field for 'Keyword Search', and a 'SEARCH' button. The main content area features a large featured recipe for 'FROZEN BAILEYS CHEESECAKE' with a close-up image of the dessert. Below this is a 'LATEST RECIPES' section with a horizontal carousel of four recipe images: a sandwich, oysters, a piece of meat, and a bowl of tomatoes. On the right side, there are two vertical sections: 'BROWSE RECIPES' with a list of categories (Breakfast, Brunch, Lunch, Dinner, Dessert, Barbeque, Party, Baking) and 'ALLYSONS BLOG' featuring a post from 09 Mar with a photo of Allyson and a snippet of text about her 2011 travels. Below the blog section is a 'JO'S DIARY' section with a photo of Jo.

If you are looking for a great way to promote your brands to a keen and discerning audience then look no further than ecook.co.nz.

ecook.co.nz was a website ahead of its time! When everyone was still using brick mobile fones, Allyson Gofton dug deep and set up her very own website – which still boasts thousands of original subscribers!

eCook has had a few makeovers through the years and she's looking pretty smart right now.

So what's new?

The site has some new features that you should consider for your brands:

- **Allyson's blog** – where you can profile your favourite products or brands
- **Jo's Diary** – an hilarious new column by Jo Nolan working mum as she tussles with becoming a better cook using ecook recipes (opportunities abound here for new product launches, sampling and promotions)
- **A fortnightly email** to a loyal and very responsive database where you can go solus or be part of a team

- **Access to the fabulous Allyson Gofton magic** – where Allyson can create dishes for you, drive business to your products or even just make herself available to you for advice and support

Advertising on site is commission bearing and we're happy to look at creative ways for you to add value to your exposure.

The Allyson Gofton Factor

She remains a highly recognised New Zealand personality. Ally was on tour earlier this month, working on a new book project. Visiting a store in Omarama, Central Otago she was taken aback when the woman behind in the counter asked her how Jean-Luc and Olive-Rose were doing and how great it was to see her back on tele again. JL and OR are her beloved kiddies – if you didn't already know. Ally's on just back on the tele doing some work for Cussons (Morning Fresh), The



Warehouse and Eat Wise and Exercise (New World) and her audience have missed her!

We'd be happy to contend that Allyson is considered almost a 'mum to the nation'. Her advice is highly prized and her recipes and books have been Number 1 for weeks and months on end.

She's wonderfully creative and entirely inspirational, encouraging everyone to make something fabulous out of whatever is at hand.

Someone once said 'she's like my mum only cooler'! We agree.

Some Stats from Google Analytics – monthly numbers

8,723 Visits
Previous: 5,881 (48.33%)

6,964 Absolute Unique Visitors
Previous: 4,578 (52.12%)

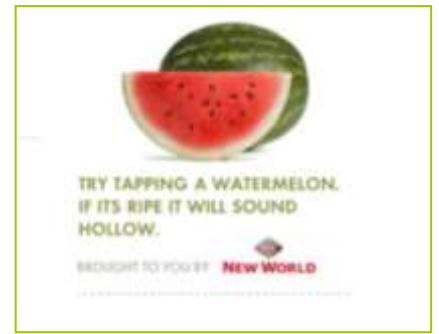
40,772 Pageviews
Previous: 26,367 (54.63%)

4.67 Average Pageviews
Previous: 4.48 (4.25%)

00:02:27 Time on Site
Previous: 00:02:08 (14.52%)

50.82% Bounce Rate
Previous: 53.58% (-5.15%)

61.22% New Visits
Previous: 59.87% (2.25%)



Advertising Opportunities and Rate Card

There are all sorts of ways you can get great exposure for your brand on eCook:

- Banner: these rotate on our home page below the main image which is always an enticing drawcard
- Buttons – eye catching, straight up links to your site or another page created for you at eCook
- Newsbites – on the home page or as part of Jo’s Diary or Allyson’s Blog or recipe pages
- Promotions – our visitors love giveaways and offers so go ahead and entice them to trial your brand
- Emails to our database – managed very carefully we contact our database every fortnight. You can be included in a general email or we can create something special for you. Our only criteria are that the email must have an editorial tone about it and also include an offer, promo or deal for our subscribers!
- Tailormade recipes – we have a two-week turnaround on these – but can tailormake recipes that you can use to promote your brand or product

Type	Specs	Longevity	Ratecard GST excl.
Banner ad	728 x 90 leaderboards	2 weeks	\$1500
Button	300 x 250 rectangle	2 – 4 weeks	\$750 - \$1000
Newsbites	180 x 150 small rectangle	2 – 4 weeks	\$750 - \$1000
Promotion	Images and copy supplied or we can create for you. Product or offer must have a value no less that \$200 at RRP	2 weeks	\$800 plus product
Email	Editorial and images supplied. Must include an offer, promo or deal for subscribers	Fortnightly	\$1500 plus offer and distribution costs
Page within ecook	Copy and images supplied – then we’ll build the page for you	4 weeks and further on negotiation	\$1500
Recipe	N/A	Yours to keep and use	\$350 plus gst each
Section ownership	Own a section in eCook to use as you like (as long as it’s mutually beneficial!)		POA

Notes

We welcome advertising from appliance companies, food manufacturers, wholesalers, suppliers, specialist retailers and any other brand that wants to talk to a great bunch of people.

Audience profile:

Allyson makes no bones about the fact that she tries to appeal to middle- New Zealand, in her words, 'People who seek a bit of confidence and a bit of style when they present a meal or entertain the people they love and respect, without having to break the bank'. eCook helps us to deliver that message through recipe content, ease of use, great associates, great consumer offers, competitions and promotions, and general information.

One of Allyson's aims is also to help a market fast losing time for cooking and entertaining as they endure longer working hours and hassle-loaded lives. Her recipes and meal ideas are for quick, simple, nutritious and inspiring dishes. eCook delivers these solutions in real time and on a 24/7 basis.

Food and cooking education isn't about telling people what they ought to do in a stuffy way – it's letting them know what is possible and then helping them achieve with a minimum of fuss. That's the style for which Allyson Gofton is famous.

Our database members and general users are skewed female, HHS with families, mid to upper income and e-savvy.

Details

The statistics that stand out for eCook are the 'day of week' and 'time of day'. Tuesday is a key day – it indicates to us that visitors to the site are looking for menu solutions for the week, planning what they will give their family and friends over the next 7 days. Time of day of 4 pm – indicates to us that people are using eCook to get a dab of inspiration for the meal that evening.

- More than two thirds of our visitors are on networked PC's indicated a high level of 'in office use' – an indicator of a higher disposable income
- 14500+ qualified database members – the list grows daily
- 90% female, all over New Zealand

- Most active day of week – Tuesday – menu planning
- Most active hour of the day - 4 pm – meal planning

It'll be clear to you already that Allyson has longstanding relationships with some brands! She's a loyal soul. This means that some brands are precluded from advertising on eCook.

Allyson is currently supported by Real Magazine, New World supermarkets, The Warehouse Limited, NZ Beef and Lamb, Penguin and Newstalk ZB.

We look forward to working with you on your next campaign.

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