

FOR IMMEDIATE RELEASE

**ONLINE PUBLISHER THOMAS, TOWNSEND & KENT OFFERS  
ADVERTISERS A VARIETY OF NEW WAYS TO REACH 'FOODIES'**

**New List Segment of a Popular Travel E-Newsletter Represents Ideal Audience  
for Offers Related to Fine Dining, Other Activities of an Affluent Lifestyle**

CHICAGO (September 19, 2006) — Online publishing firm Thomas, Townsend & Kent (TTK), which offers an e-mail newsletter network that focuses on the interests of affluent consumers, is now offering advertisers a variety of new opportunities for reaching “foodies”— consumers passionate about fine dining and gourmet foods. “Foodies” is a new select available for TTK’s popular e-newsletter *Your Travel Insider*.

TTK’s “Foodies” list represents an upscale audience that regularly allocates a large percentage of its disposable income to culinary pastimes. They have a sophisticated palate and incorporate their enthusiasm for food into activities that include restaurant openings, cooking classes and food-themed vacations. This file is 53% male and 47% female, with an average household income in excess of \$100,000.

“‘Foodies’ are a marketer’s dream,” said Roy Weiss, TTK’s executive vice president. “By definition, they like to consume — and not just food. They are active buyers of art, furniture, cars, clothing, and travel.”

“For the 2006 holiday season, the ‘Foodies’ list represents an ideal target for offers of gourmet gift baskets, cooking accessories, fine chocolates, wine, and more,” added Weiss.

*Your Travel Insider* has nearly 850,000 subscribers, of which more than 250,000 are self-described “foodies.” Advertisers can reach this segment by advertising in *Your Travel Insider* or a food-related issue of a sister publication. The “Foodies” list is also available for e-mail or postal list rental, with pricing beginning at \$100/M.

As part of the subscription process for all TTK publications, readers report purchase intentions and other data related to their interests. This self-reported data allows advertisers to send relevant messages to the appropriate segments within each subscriber file.

For more information on the “Foodies” list, contact Dominique Hines at 312-266-6400 ext. 104 or [dhines@thomastownsendandkent.com](mailto:dhines@thomastownsendandkent.com).

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**Media Contact:**

Beverly Chang  
312-602-9632  
[bchang@thomastownsendandkent.com](mailto:bchang@thomastownsendandkent.com)

**About Thomas, Townsend & Kent:** Chicago-based Thomas, Townsend & Kent ([www.thomastownsendandkent.com](http://www.thomastownsendandkent.com)) is an online publisher of popular e-mail newsletters that target affluent Americans and report on their specific interests — travel, art, fine dining, and consumer electronics. TTK publications include *Art Travel Guide*, *Home Electronics Journal*, *Luxury Cruise News*, *Productivity Journal*, and *Your Travel Insider*, which offer a combined average circulation of more than five million each month. As part of the subscription process, readers of TTK publications provide demographic and purchase-intent data, which is continually updated through regular surveys. This information allows marketers to connect with qualified prospects by advertising with the TTK Newsletter Network and sponsoring targeted solo e-mails to subscribers.