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FORMER ALLRECIPES.COM SALES EXECUTIVE JOINS JUST A PINCH RECIPE CLUB AS SENIOR VICE PRESIDENT

Carl Trautmann Will Work With JustAPinch.Com Team to Expand Marketing Partnership Opportunities at Fast-Growing Digital Site

FRANKLIN, Tenn. – Carl Trautmann, former senior vice president of sales for Allrecipes.com, has been named senior vice president of American Hometown Media’s Just A Pinch Recipe Club, a fast-growing digital platform that is moving aggressively to expand its sales efforts and partnership opportunities.

Trautmann, a veteran advertising executive who most recently served as vice president of sales for Ganz Interactive, a division of one of the largest toy and gift manufacturers in North America, will bring 25 years of experience to JustAPinch.com, which in the past year has generated 26.6 million page views.

“Since our launch last year, we have been building momentum in terms of growing our metrics, but we are ready to turn up the volume in terms of building marketing partnerships and bringing innovation to our sales efforts,” said Dan Hammond, chairman, president and CEO of the suburban Nashville-based company. “Adding someone with Carl’s depth of experience shows we are committed to doing just that.”

Hammond pointed to Trautmann’s role in building a new advertising revenue model at Allrecipes.com, which included developing new sales and marketing support teams that maximized profitability and drew the attention of the Reader’s Digest Association, which purchased Allrecipes.com in 2006.

At JustAPinch.com, Trautmann will direct all day-to-day efforts and management of national advertising sales.

The JustAPinch.com site was launched in April 2010 and already has grown to more than 271,000 members, averaging 25,000 new members per month. In its first full year, the site netted 26.6 million page views and has amassed more than 52,000 user-generated recipes (UGC). Users continue to add their own recipes at a rate greater than 50,000 per year. (By comparison, most other food and recipe sites purchase or scrape the Internet to create their recipe database.) Comscore recently ranked it No. 1 in terms of engagement with women ages 34 to 45 across all



food sites (members average more than 17 minutes and 20 page views per session). The site was created by Hammond, who previously founded Publishing Group of America and oversaw the creation of *American Profile*, which enjoyed the second-largest magazine launch in U.S. history.

“I am extremely impressed with the team that Dan Hammond has built here at JustAPinch.com, and the goals he has set in terms of increasing the site’s digital footprint,” Trautmann said. “I’m looking forward to helping expand the opportunities for marketers who are interested in connecting with a growing number of America’s hometown cooks. The fact that JustAPinch is only 18 months old and Comscore ranks it number one in terms of engagement with women, 34 to 45 years old across all food sites speaks for itself.”

In addition to Trautmann’s experience at Allrecipes.com and Ganz Interactive, he also served in sales and advertising executive positions at *Ladies Home Journal*, where he managed the national sales staff at the leading women’s consumer magazine, *Parade Magazine*, *Golf Digest* and *Family Circle*. Prior to joining Ganz Interactive, Trautmann was vice president of sales for Fox Digital’s Beliefnet.com, the largest inspirational site on the Internet.

Trautmann represents the second major hire this fall at JustAPinch.com. Earlier, veteran magazine industry executive Anne Balaban, the former publisher of *Every Day with Rachael Ray* and Martha Stewart’s *Everyday Food*, joined the JustAPinch.com team as consulting publisher and chief revenue officer.

Balaban most recently was a vice president at Reader’s Digest Association, where as publisher of *Every Day with Rachel Ray* she conceived and implemented the brand’s “Keep it Fun, Keep it Easy, Keep it Real” tagline campaign and engineered its emerging media strategy and multiplatform brand programs, which combined TV, print and digital.

At Martha Stewart Living Omnimedia, Balaban was senior vice president and publisher of *Everyday Food* magazine, for which she designed, sold and executed cross-media programs that included Stewart’s syndicated TV show and *Everyday Food*’s PBS programming. Before moving to that role, she was sales director at *Martha Stewart Living*.

About JustAPinch.com

JustAPinch.com is a true social medium built around recipes, with interaction through posting, rating, voting, testing, comments on all, chat groups, private messaging, use of Facebook connect, Twitter, and other third-party platforms. Hometown cooks use the site to swap and discuss thousands of "family-tested and approved" recipes, share cooking tips, earn blue ribbons, and print grocery coupons, all for free. Premium-perk membership is \$0.99/month or \$10 per year. The site is owned by Franklin, Tenn.-based American Hometown Media, which was started by founder Dan Hammond in 2011 as a spinoff from his American Hometown Publishing company, owner of a network of community newspapers in Tennessee, Virginia and Oklahoma.