

RATES & DATES



Special Opportunities all year



Makeover Real-Man Quiche
RUBY HOCHSTETLER
Holland, MI

57%
take action
after seeing an article
or advertisement in
Taste of Home

Reach the most engaged consumers

tasteofhome
From Families Just Like Yours

#1 largest food & entertaining magazine in the world, with **11.1 million** readers each issue — **10th largest consumer magazine**

Source: MRI Starch, January-August 2012 (among noters).

2013 EDITORIAL CALENDAR/AD CLOSE

ISSUE	SPECIAL FEATURES	CONTEST	AD CLOSE	MATERIALS DUE	ON-SALE
FEB MAR	The Comfort Issue <ul style="list-style-type: none"> Valentine's Day, St. Patrick's Day & Easter Potluck Favorites Healthy Comfort Food Makeovers 	Cherished Family Classics	11/30/12	12/7/12	1/29/13
APR MAY	The Celebrate Issue <ul style="list-style-type: none"> Spring Entertaining Blowout: Bridal Showers, Grad Parties and More! Memorial Day Grilling Cinco de Mayo Healthy Makeover 	Bunches of Brunches	1/25/13	2/1/13	3/26/13
JUNE JULY	The America Issue/20th Birthday <ul style="list-style-type: none"> Special Birthday Section: Favorite Recipes from all 20 Years! America the Tasty: Recipes from Every State Father's Day Grilling Fourth of July 	All American Weeknight Meals	4/12/13	4/19/13	6/11/13
SEPT OCT	Back to School/Halloween <ul style="list-style-type: none"> Light Nights: Family Favorite Recipes to have dinner on the table in 10, 20 or 30 minutes Labor Day Halloween Crafts for Kids 	Kid-Approved Meals	6/11/13	6/18/13	8/20/13
NOV	Thanksgiving <ul style="list-style-type: none"> Complete Holiday Baking Guide Make Ahead Thanksgiving 	Cookie Jar All-Stars	8/14/13	8/21/13	10/22/13
DEC	Holiday <ul style="list-style-type: none"> Special Section on Christmas Traditions for Families Appetizers for All Occasions All the Holidays: Christmas, Hanukkah and New Year's Eve 	Pies and Tarts	9/13/13	9/20/13	11/19/13

2013 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$151,000	\$147,980	\$144,960	\$140,430
COVER 2 & 4	\$189,000	\$185,220	\$181,440	\$175,770
COVER 3	\$183,000	\$179,340	\$175,680	\$170,190
BLACK & WHITE PAGE	\$121,000	\$118,580	\$116,160	\$112,530
TWO COLOR PAGE	\$121,000	\$118,580	\$116,160	\$112,530



MAGAZINES DIGITAL COOKING SCHOOLS COOKBOOKS SIPs

CONTACT your local sales representative or Jan Studin, VP Publisher, at 646-293-6079 or Jan_Studin@rd.com