

{ audience }

Where engagement meets scale

No. 1
ad
effectiveness

Word-
of-mouth
moves the
needle



Red Velvet Whoopie Pies
Judi Dexheimer
Sturgeon Bay, Wisconsin

Go Bananas Whoopie Pies
Jessie Sarrazin
Livingston, Montana



Lemony Gingerbread Whoopie Pies
Jamie Jones
Madison Georgia

Chocolate Dream Whoopie Pies
Jill Papke
Oconomowoc, Wisconsin



tasteofhome



Engagement that inspires consumers & sales

Taste of Home readers' #1 engagement moves the needle for product sales. With user-generated content that inspires powerful ownership, trust and action, Taste of Home leads the industry in driving word-of-mouth like no other brand.

Consumers make it their own

- Nearly 1 million consumer content submissions each year
- 40,000+ editorial contest entries per month
- 1,000+ volunteer Field Editors
- 300,000+ paid attendees at the Taste of Home Cooking Schools — 92% talk about the Cooking Schools to 6+ people, 86% are more likely to buy/try the products used*
- 1,147,000+ registered members on TasteofHome.com
- Top 5 for time spent per visit among top 20 trafficked food sites**
- 220,000+ Facebook fans
- Constant touchpoints: 65% interact with the brand beyond the magazine or website — social media, blogs, recipe submissions***
- 47% regularly share ideas/recipes from Taste of Home with family and friends

#1 where it matters

#1 among all 134 VISTA-measured magazines:****

- Purchased product/service

#1 among competitive magazines:****

- Actions taken
- Read 4 out of 4 issues
- Rate us one of their favorites/very good
- Read issue within 3 days of receiving



Bluebarb Pie
Steve Gyuro
Franklin, Wisconsin

Sources: Taste of Home Test Kitchen; *Spring 2011 SRI Cooking School Study; **comScore August 2011; ***2011 Taste of Home Reader Study; Facebook #s as of 10/19/11; ****Affinity VISTA, January 2010-May 2011, competitive set includes *Better Homes & Gardens*, *Bon Appetit*, *Cooking Light*, *Everyday Food*, *Family Circle*, *Good Housekeeping*, *Ladies' Home Journal*, *Martha Stewart Living*, *O, The Oprah Magazine*, *Redbook*, *Woman's Day*

tasteofhome MEDIA

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