



America's largest food & entertaining brand

Taste of Home inspires a community of influential consumers who build rich connections with their peers through our unique User Generated Content Platform.

RATE BASE: 3,200,000

2011 EDITORIAL CALENDAR/AD CLOSE

ISSUE	SPECIAL FEATURES	CONTEST	AD CLOSE	MATERIALS	ON-SALE
FEB/MAR	Retro Whoopie pies Yeast breads Modern Jello	Garlic and onions	12/3/10	12/10/10	2/1/11
APR/MAY	Easter/Cinco de Mayo Mother's Day brunch Easter dinner Bakery favorites	Southwest foods	1/28/11	2/4/11	4/1/11
JUNE/JULY	Grilling July 4th desserts Fresh herbs Dad's best	Summer BBQ	4/1/11	4/8/11	6/1/11
AUG/SEPT	Shortcuts Tailgating Almost homemade Chili peppers	5-ingredient entrees	5/27/11	6/3/11	8/1/11
OCTOBER	Baking Halloween	Freezer pleasers	7/29/11	8/5/11	10/3/11
NOVEMBER	Thanksgiving Family cookbooks Cookie exchange	Thanksgiving leftovers	8/30/11	9/6/11	11/1/11
DEC/JAN 2012	Christmas Round robins Hannukah Brunch for guests	Gifts from the kitchen	9/30/11	10/7/11	12/1/11

2011 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$138,000	\$135,250	\$132,500	\$128,350
COVER 2 & 4	\$172,500	\$169,050	\$165,600	\$160,450
COVER 3	\$167,000	\$163,650	\$160,300	\$155,300
BLACK & WHITE PAGE	\$110,400	\$108,200	\$106,000	\$102,650
TWO COLOR PAGE	\$110,400	\$108,200	\$106,000	\$102,650

For more information on America's largest food & entertaining community, contact your local sales representative or Mary Gilbert, Advertising Director, at 646-293-6079 or Mary_Gilbert@rd.com