



A brand unlike any other

{ overview }

Created by
our own
consumers

A
community
of
57 million

Coconut Joys
Flo Burtnett
North Gage, Oklahoma

tasteofhome



Consumer content, passionate community

Consumers don't just read Taste of Home — they create it, own it and live it every day. With real food and real solutions, more than **57 million consumers** come together across every platform to share their passion for food, entertaining, family and home through their favorite brand.

The result: Engagement on a whole new level, for our brand and yours, with unique ingredients that connect with the heart of your market.

By food lovers, for food lovers

- **The original user-generated vehicle:**
Nearly **90%** consumer-created content from **90,000+** submissions each year
- **An incredible community with passion:**
To cook, share, enjoy and get together with good food
- **#1 engagement:** Highest scores for purchased product and consider product purchase in Affinity VISTA studies
- **Social media engagement:** Ranked as one of the top 10 most engaging magazines on Facebook

Taste of Home Field Editors

- **1,000+** highly involved “super-fans” and passionate brand ambassadors
- A remarkable grassroots network who help create our content and our community

Taste of Home Test Kitchen

- The experts who hold our reader-submitted recipes to the highest Taste of Home standard
- Only the best: Less than 1% of submissions pass the standards of the Test Kitchen and make it into the magazine each year
- Create a unique factor of confidence and trust for our brand

America's #1 food and entertaining brand

- The world's largest cooking magazine
- TasteofHome.com, a digital powerhouse and highly engaged online food community
- America's #1 cooking school program
- #1-selling cookbooks, custom pubs and more

Lifestyle Communities@RDA

- Taste of Home is a key ingredient of America's most powerful network of print, online and experiential events, bringing together more than 140 million engaged consumers who share an appetite for life. Sister brands include:
 - Reader's Digest Association
 - Allrecipes.com
 - Every Day with Rachael Ray
 - Home & Garden Group, including The Family Handyman, freshHOME, Haven Home Media and more

tasteofhome MEDIA

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPs

Contact your local sales representative or Mary Gilbert, Associate Publisher, at 646-293-6079 or Mary_Gilbert@rd.com

Sources: MRI Fall 2010, Publisher's Estimate; Affinity VISTA, January 2010-March 2011; comScore November 2010-March 2011; Bivings Report February 2010; Taste of Home Test Kitchen; CMG Magnet, 2010 Sales Reporting



The largest multimedia food & entertaining brand

{ overview }

57+
million
passionately
engaged
consumers

Powerful
integrated
impact

Red Velvet Crepe Cakes
Crystal Heaton
Alton, Utah



tasteofhome

tasteofhome MEDIA

America's #1 food & entertaining brand reaching 57+ million incredibly engaged consumers



Taste of Home

16,000,000 audience

- 7th issue added for 2011
- America's largest food and entertaining magazine, uniquely created by and for foodlovers



Healthy Cooking

3,125,000 audience

- A fresh approach to eating and living well, targeting health-inspired consumers



TasteofHome.com

2,400,000 average unique visitors

- +33% vs. year ago
- Top 5 food site in time spent per visit
- Powerhouse online community and word-of-mouth



E-Newsletters

9,400,000 circulation

- +39% vs. year ago
- 15 themed, opt-in newsletters; 945+ total a year, inspire consumers to action



Social media

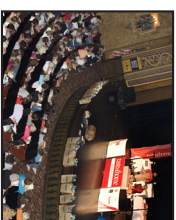
185,000+ fans

- Active, fast-growing social community, more than triple vs. a year ago
- Named one of Top 10 Most Engaging Magazines



Mobile

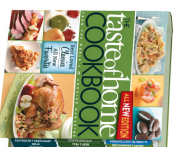
- New seasonal ingredient app
- Interactive magazine for tablets on Zinio and Nook platforms



Cooking Schools

300,000+ attendees

- America's largest cooking school program of live events in 300+ markets delivers an incredible 647 million impressions



Cookbooks

29,000,000 audience*

- Bestselling cookbooks at price points up to \$29.95



Bookazines & SIPS

- \$64 million spent on 9+ million TOH-branded publications at retail
- 50+ #1-selling food titles at leading retailers

tasteofhome MEDIA

DIGITAL

COOKING SCHOOLS

HEALTHY COOKING

COOKBOOKS

SIPS

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Sources: MRI Fall 2010, Publisher's Estimate, comScore May 2011;

Strongmail/May 2011 average; Facebook #s as of 6/2/11; Bivings Report, February 2011; Fall 2010 SRI Cooking Schools Study; Impressions based on local media reporting;

CMG Magnet, 2010 Sales Reporting;

*Includes Simple & Delicious

