

## Make a Healthy Connection with Consumers

Target loyal Taste of Home readers and position your brand in a trusted environment of healthy cooking that inspires readers to lighten up and eat right.

- Delicious kitchen-tested recipes from real home cooks, plus lighten-up recipe makeovers
- Nutrition facts, diabetic exchanges and icons that highlight low-carb, low-sugar, low-fat and more
- Tips from nutritionists and health experts
- **6 issues a year**
- **Rate base: 600,000**



### 2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Feb/Mar	Whole Grains	<b>Theme: Resolve to Eat Right</b> Features: Lose Weight, Eat Better, Fight the Flu and more	11/27/09	12/4/09	1/26/10
April/May	Lean on Spring for Good Health	<b>Theme: The Best Spring Products</b> Features: Revitalize Your Menus, Mother's Day, Easter	2/3/10	2/10/10	3/30/10
June/July	Herbs	<b>Theme: Farmer's Market</b> Features: Freshest Fruits & Veggies, Father's Day, Grilling, Frozen Desserts	4/2/10	4/9/10	5/25/10
Aug/Sept	Meatless	<b>Theme: Back to the Basics</b> Features: Sunday Dinners, Back-to-School Meals, Slow Cooker	5/28/10	6/4/10	7/27/10
Oct/Nov	TK	<b>Theme: TK</b> Features: TK	7/30/10	8/6/10	9/28/10
Dec/Jan 2011	TK	<b>Theme: TK</b> Features: TK	10/1/10	10/8/10	11/30/10

### 2010 General Advertising Rates

Gross Rates	1X	2X	4X	6X
Four Color Page	\$30,150	\$29,550	\$28,950	\$28,050
Cover 2 & 4	\$37,700	\$36,950	\$36,200	\$35,050
Cover 3	\$36,500	\$35,750	\$35,050	\$33,950
Black & White Page	\$20,800	\$20,400	\$19,950	\$19,350
Two Color Page	\$24,100	\$23,600	\$23,150	\$22,400

\* Please note: All edit, dates and rates are subject to change. 1.4.10

For more information on America's largest cooking community, call 800 682 9019.

