



{rates & dates}

500,000
rate base

Targeting
the health-
conscious
cook

Guilt-free favorites
year-round

healthy
COOKing

A fresh approach to eating, cooking and living better

Healthy Cooking delivers information and inspiration that empowers our community to live their healthiest lives – creating joy for themselves and those they love. Built on the trusted Taste of Home user-generated content model with a healthy filter, Healthy Cooking inspires action, engagement and trust.

2012 EDITORIAL CALENDAR/AD CLOSE

| ISSUE | THEME | CONTEST | AD CLOSE | MATERIALS | ON-SALE |
|--------------------|---|--|-----------|-----------|------------|
| FEB/MAR | We're All Heart • Beauty – New Feature for Every Issue! • Outdoor Clothes & Accessories for Your Workout • Ultimate Pantry Makeover | One-Pot Meals | 12/2/2011 | 12/9/2011 | 1/31/2012 |
| APRIL/MAY | Test Kitchen Secrets • Fresh and Local • Green is Good • Gluten-Free Snack Products | Appetizers | 1/27/2012 | 2/3/2012 | 3/27/2012 |
| JUNE/JULY | Take it Outside • Super Self-Tanners • What's in Your Water • Father's Day Food & Gift Ideas | Healthier Grilling | 3/30/2012 | 4/6/2012 | 5/29/2012 |
| AUG/SEPT | By the Numbers: Health Goals • Family Reunions • Healthy Frozen Dinners • Best Back-to-School Snacks | Healthy Time-Savers | 5/25/2012 | 6/1/2012 | 7/24/2012 |
| OCT/NOV | Quick & Easy Money-Savers • Your Prettiest Smile • Cold & Flu Fighters • Breast Cancer News You Need to Know | All the Trimmings (Thanksgiving Sides) | 7/27/2012 | 8/3/2012 | 9/25/2012 |
| DEC/JAN '13 | Resolutions that Stick • Healthy Holiday Treats • Spotlight on Vitamin & Herbal Supplements • Best Comfort Food Makeovers | Holiday Baking | 9/28/2012 | 10/5/2012 | 11/27/2012 |

2012 GENERAL ADVERTISING RATES

| GROSS RATES | 1X | 2X | 4X | 6X |
|-------------------------------|----------|----------|----------|----------|
| FOUR COLOR PAGE | \$26,900 | \$26,362 | \$25,824 | \$25,017 |
| COVER 2 & 4 | \$33,600 | \$32,928 | \$32,256 | \$31,248 |
| COVER 3 | \$32,550 | \$31,899 | \$31,248 | \$30,272 |
| BLACK & WHITE PAGE | \$21,500 | \$21,070 | \$20,640 | \$19,995 |
| TWO COLOR PAGE | \$21,500 | \$21,070 | \$20,640 | \$19,995 |

Source: MRI Spring 2011 Publisher Defined Prototype; ABC Statements June 2011

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