

healthy COOKing

2011
rate base
increase

A fresh approach to eating and living well

Targeting health-inspired influencers to lighten up, eat smarter and live better



- **3.125+ million** health and wellness consumers
- **Rate base increase to 625,000** in 2011
- Blend of **user-generated content and lifestyle editorial**
- NEW** Expert editorial panel including:
 - Pediatrician Dr. Ari Brown, *Baby 411, Toddler 411*
 - Nutritionist Cynthia Sass, *Flat Belly Diet* franchise
 - Women's Health Specialist and orthopedic surgeon Vonda Wright, *How to Stay Strong at Every Age*
- **Hall's measurement, featuring 46% lifestyle coverage**

TOTAL AUDIENCE 3,125,000

	Aud. (000)	Comp (%)	Index
Median age	48		
Age 25-49	1,151	38	166
Age 25-54	1,433	48	170
Age 35-54	1,072	36	186
Married	1,588	53	192
Any kids	1,048	35	159
Any college	1,604	54	184

EMPLOYMENT

Employed full-time	1,120	37	182
Professional/managerial	695	23	200

HOUSEHOLD INCOME

Median HHI	\$70,495		
HHI \$50K+	1,642	55	192
HHI \$75K+	1,156	39	202

HOME

Own home	1,847	62	170
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For more information on how your brand can be a part of Healthy Cooking, contact your local sales representative or Mary Gilbert, Associate Publisher, at 646-293-6079 or Mary_Gilbert@rd.com