

# healthy taste of home cooking

## 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**



**New  
Increased  
Rate Base:  
600,000**

## 2009 General Advertising Rates

Rate Base: 600,000—Gross Rates	1X	2X	4X	6X
<b>Four Color - 1 Page</b>	\$29,250	\$28,650	\$28,100	\$27,200
<b>Cover 2 &amp; 4</b>	\$36,550	\$35,800	\$35,100	\$34,000
<b>Cover 3</b>	\$35,400	\$34,700	\$34,000	\$32,900
<b>Black &amp; White - 1 Page</b>	\$20,200	\$19,800	\$19,400	\$18,800
<b>Two Color - 1 Page</b>	\$23,400	\$22,950	\$22,450	\$21,750

## 2009-2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Close Date	Materials Due	On Sale
<b>Feb/Mar</b>	"My Favorite Light Recipe"	<b>Theme: Lighten up!</b> <b>Features:</b> Comfort foods: casseroles, slow cooker, soups & stews, desserts, hot drinks and a week of make-ahead breakfasts; also grocery cart makeover	11/14/08	11/21/08	1/13/09
<b>April/May</b>	Power Foods	<b>Theme: Wellness</b> <b>Features:</b> "Eat the Rainbow"—colorful foods and the health benefits you'll find in them	1/23/09	1/30/09	3/24/09
<b>June/July</b>	Summer Potlucks	<b>Theme: Slim Down for Summer</b> <b>Features:</b> A week's worth of menu ideas in two calorie ranges	3/20/09	3/27/09	5/19/09
<b>Aug/Sep</b>	Sandwiches	<b>Theme: A Healthier You</b> <b>Features:</b> TBD	5/22/09	5/29/09	7/21/09
<b>Oct/Nov</b>	Chicken & Poultry	<b>Theme: Friends &amp; Family</b> <b>Features:</b> TBD	7/17/09	7/24/09	9/15/09
<b>Dec 09/Jan 2010</b>	Easy, Healthy Suppers	<b>Theme: Stress-Free Holidays</b> <b>Features:</b> TBD	9/18/09	9/25/09	11/17/09
<b>Feb/Mar</b>	Whole Grains	<b>Theme: Resolve to Eat Right</b> <b>Features:</b> TBD	11/13/09	11/20/09	1/12/10

Please note, all features are subject to change.

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