

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-sodium, low-fat and more
- Tips from nutritionists and health experts

6 ISSUES A YEAR • RATE BASE: 625,000

2011 EDITORIAL CALENDAR/AD CLOSE

ISSUE	RECIPE CONTEST	SPECIAL FEATURES	AD CLOSE	MATERIALS	ON-SALE
FEB/MAR	Seafood	Flu-fighting foods, hidden sodium and the Biggest Loser Diet	12/3/10	12/10/10	2/1/11
APR/MAY	Greens: Broccoli, peppers, asparagus, etc.	How to upgrade your meal, life extenders and fad foods	1/28/11	2/4/11	4/1/11
JUNE/JULY	Berries	The healthiest cities, 50 great salads	4/1/11	4/8/11	6/1/11
AUG/SEPT	Italian	TBD	5/27/11	6/3/11	8/1/11
OCT/NOV	Slow Cooker	TBD	7/29/11	8/5/11	10/3/11
DEC/JAN 2011	TBD	TBD	9/30/11	10/7/11	12/1/11

2011 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$32,300	\$31,650	\$31,000	\$30,050
COVER 2 & 4	\$40,400	\$39,600	\$38,800	\$37,550
COVER 3	\$39,100	\$38,300	\$37,550	\$36,350
BLACK & WHITE PAGE	\$25,850	\$25,350	\$24,800	\$24,050
TWO COLOR PAGE	\$25,850	\$25,350	\$24,800	\$24,050

For more information on America's largest cooking community,
contact your local sales representative or Mary Gilbert, Advertising Director,
at 646-293-6079 or Mary_Gilbert@rd.com

* Please note: All edit, dates and rates are subject to change. ADV 9.14.10