

tasteofhome simple & delicious



Quick and easy meals for today's busy families

Help consumers get a great meal on the table fast. Serve up your brand in a trusted environment of family-friendly recipes and fun dinner ideas targeting time-pressed lifestyles.

- 100+ recipes for fun dinner ideas in each issue
- Takes the hassle out of daily meals with time-saving shopping, cooking and serving tips, secrets from the pros, handy grocery lists
- 6 issues a year. Rate base: 1,000,000

2009 General Advertising Rates

Rate Base: 1,000,000—Gross Rates	1X	2X	4X	6X
Four Color - 1 Page	\$46,800	\$45,850	\$44,950	\$43,500
Cover 2 & 4	\$58,500	\$57,350	\$56,150	\$54,400
Cover 3	\$56,650	\$55,500	\$54,400	\$52,700
Black & White - 1 Page	\$32,300	\$31,650	\$31,000	\$30,050
Two Color - 1 Page	\$37,450	\$36,700	\$35,950	\$34,850

2009-2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Close Date	Materials Due	On Sale
Mar/April	Pasta	Theme: Savvy Shopping Features: Shopping the produce section, dressed-up deli dishes, peanut butter 5 ways, frozen bread dough, meat counter tips, Easter dinner, our "Fun Foods" contest winners	12/23/08	1/2/09	2/24/09
May/June	What's Fresh	Theme: Summer Celebrations Features: Mother's and Father's Day, birthday parties, make-ahead summer menus, burgers, expanded "Fast & Healthy" column	2/27/09	3/6/09	4/28/09
Jul/Aug	Beat the Heat	Theme: Fresh and Fast! Features: Appetizers, summer salads, grilling, smoothies, 4th of July, frozen desserts, Jell-O, expanded "Fast & Healthy" column	4/24/09	5/1/09	6/23/09
Sep/Oct	Kid-Friendly Cuisine	Theme: Food on the Run Features: Big 5-ingredient recipe push throughout the issue	6/26/09	7/2/09	8/25/09
Nov/Dec	Nuts	Theme: Holidays Features: Mix & match your holiday menus! Cookies, Gifts from the Kitchen	8/28/09	9/4/09	10/27/09
Jan 2010/Feb	Pizza	Theme: Comfort Food Features: TBD	10/23/09	10/30/09	12/22/09

Please note, all features are subject to change.

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