

{ rates & dates }

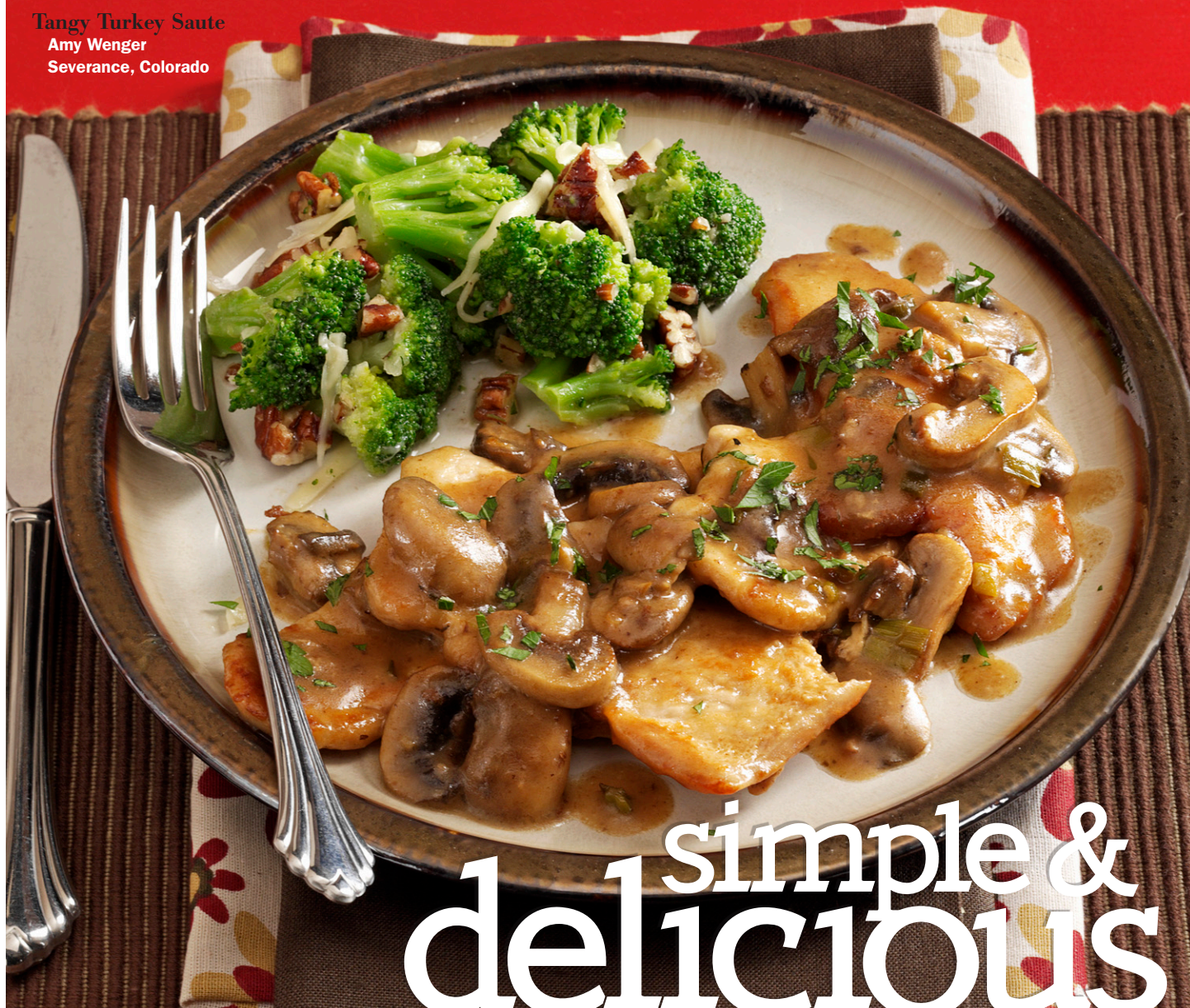
*Simple
solutions*

for
**time-pressed
lifestyles**

6 issues
a year

target today's busy families

Tangy Turkey Saute
Amy Wenger
Severance, Colorado



simple &
delicious



Quick and easy meals for today's busy families

Help consumers get a great meal on the table fast, in the original, user-generated environment of trusted, family-friendly recipes and fun dinner ideas.

2011 EDITORIAL CALENDAR/AD CLOSE

ISSUE	RECIPE CONTEST	SPECIAL FEATURES	AD CLOSE	MATERIALS	ON-SALE
FEB/MAR	Citrus	Resolutions, fighting the flu, getting organized, money-saving eat-at-home tips	12/9/10	12/16/10	2/15/11
APR/MAY	Classics: Slow cookers, casseroles, 30-minute entrees	5 th Anniversary Issue, 101 best time-saving tips, 25 favorite recipes, Easter	2/18/11	2/25/11	4/19/11
JUNE/JULY	Fast and Fresh Picked	Easy entertaining, simple road food and camping options, make-ahead cooking	4/15/11	4/22/11	6/14/11
AUG/SEPT	Dude Food	1st Annual S&D Supermarket Awards, farmers markets simplified, back-to-school timesavers	6/17/11	6/24/11	8/16/11
OCT/NOV	Out-of-the-Box Desserts	Your biggest Thanksgiving worries solved, Fall's simple comforts, holiday jumpstart	8/19/11	8/26/11	10/18/11
DEC/JAN 2012	Company Main Dishes	Resolutions, DIY cooking	10/14/11	10/21/11	12/13/11

2011 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$29,800	\$29,205	\$28,610	\$27,715
COVER 2 & 4	\$37,250	\$36,505	\$35,760	\$34,645
COVER 3	\$36,050	\$35,330	\$34,610	\$33,530
BLACK & WHITE PAGE	\$23,850	\$23,375	\$22,900	\$22,180
TWO COLOR PAGE	\$23,850	\$23,375	\$22,900	\$22,180

tasteofhome **MEDIA**

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPs

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lifestyle communities
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 sharing an appetite for life