



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: 600,000

2011 EDITORIAL CALENDAR/AD CLOSE

ISSUE	RECIPE CONTEST	SPECIAL FEATURES	AD CLOSE	MATERIALS	ON-SALE
FEB/MAR	Citrus	Theme: 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	Theme: 5th Anniversary 101 best time-saving tips, 25 favorite recipes, Easter	2/18/11	2/25/11	4/19/11
JUNE/JULY	Fast and Fresh Picked	Theme: Easy living Easy entertaining, simple road food and camping options, make-ahead cooking	4/15/11	4/22/11	6/14/11
AUG/SEPT	Dude Food	TBD	6/17/11	6/24/11	8/16/11
OCT/NOV	Out-of-the-Box Desserts	TBD	8/19/11	8/26/11	10/18/11
DEC/JAN 2011	TBD	TBD	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

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