

America's #1 food and entertaining magazine: where quality meets scale



QUALITY READERS

- #1 reach of consumers with \$75,000+ HHI (7.1 million households, 66% of them are HHI \$100K+)
- Nearly 12 million readers live in A or B counties and 76% own their homes (more than *Food & Wine*, *Gourmet*, *Everyday Food* and *O, The Oprah Magazine*)
- 11.1 million buy based on quality, not price, and 45% believe brand name is the best indication of quality

POWERFUL IN THE AISLES

Taste of Home readers have tremendous spending power:

- 4.1 million go grocery shopping 3+ times a week, 31 million total trips (#1 among food and lifestyle magazines)
- Spend \$600 million a week on groceries
- 13.3 million are principal shoppers for their household

BUSY LIFESTYLES

- #1 reach of readers who enjoy entertaining at home at least once month, 5.5 million
- #1 reach of readers who've made home improvements/remodeled in the past year, 7.5+ million
- 7.5 million enjoy dining out at least once a month

BY FOOD LOVERS, FOR FOOD LOVERS

The original user-generated print vehicle delivers an audience of women who are passionate about Taste of Home:

- Spend more than 2½ hours with each issue (more than readers of any food or lifestyle book)
- Pick up each issue at least 5 times
- 90,000+ reader-content submissions each year

PLUS AN ENVIRONMENT THAT FEEDS THEIR CRAVINGS

- Food and recipe ideas that pass the toughest standards: Our readers and our test kitchens
- 75/25% edit-ad ratio with a new look that reflects the diverse tastes of our discerning consumers:
 - **Mixing Bowl:** Food news, fun notes and tasty nuggets
 - **Open House:** Bright ideas for welcoming friends and family
 - **Tour My Kitchen:** Inside our readers' dream kitchens
 - **Cook Smart:** Easy meal solutions from our readers and the Taste of Home kitchen
 - **Close to Home:** Celebrating the passionate readers and field editors around the Taste of Home table

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