

#1 Reach of the Consumers Who Drive Your Market

Taste of Home delivers greater reach than any other food magazine. And our community of cook-to-cook sharing creates an amazing environment of trust and peer-to-peer influence.

Passionate about Food, Cooking and Entertaining

- 12.6 million/79% cook meals frequently every week (index 114)
- 11.6 million/73% recommend food products they like to others (index 109)
- 5.5 million/34% entertain at home 1+ times a month (index 133)
- 4.5 million/28% barbecue 1+ times a month (index 121)

Tremendous Spending Power

- 13.5 million/85% are the principal shopper for their household (index 134)
- 4.4 million/27% go grocery shopping 3+ times a week (index 115) — 16.9 million total trips
- Spend a total of \$1.4 billion a week on groceries
- Spend a total of \$4.3 billion with credit cards a month

Tech Savvy

- 9.4 million/59% go online daily (index 108)
- 10.5 million/65% have broadband/high-speed connections at home (index 109)
- 7.4 million/47% have made an online purchase in the past 3 months (index 121)

Busy Lifestyles

- 10 million/62% took a personal trip in the past year (index 105)
- 7.5 million/47% enjoy dining out 1+ times a month (index 121)
- 8 million/50% enjoy gardening (index 127)
- 9.9 million/62% own a pet (index 111)

Source: MRI Fall 2008. Taste of Home is a publisher-defined prototype

