

tasteofhome

COOKING • CARING • SHARING



America's #1 Cooking Magazine

- Largest rate base and audience of any food magazine.
Total audience: 16 million
- Passionate everyday cooks who love cooking for family and friends
- Part of a community of cook-to-cook sharing
- Highly involved, readers submit 90,000+ recipes each year
- Spend 2½+ hours with every issue
- Make 3 to 4 recipes from each new issue
- Trust Taste of Home recipes to give great results

	Aud. (000)	Comp (%)	Index
AGE			
Median Age : 49.4			
Age 25-44	5,360	34%	90
Age 25-54	9,545	60%	105
Age 35-54	7,227	45%	117
Age 35-64	9,924	62%	117
Age 35+	12,816	80%	116
MARRIED			
	9,718	61%	108
ANY KIDS			
	6,428	40%	97
ANY COLLEGE			
	9,620	60%	113
EMPLOYMENT			
Employed Full Time	7,651	48%	89
Employed Part Time	2,054	13%	116
HOUSEHOLD INCOME			
Median HHI : \$62,255			
HHI \$75,000+	6,593	41%	111
HOUSEHOLD OWNS A PERSONAL COMPUTER*			
	13,112	82%	106
HOME			
Own	12,327	77%	110
Rent	3,516	22%	77

Source: 2008 Fall MRI. *2008 Spring MRI. Taste of Home is a publisher-defined prototype. Editorial Assessment Research, May 2007

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