



Where quality meets scale

AMERICA'S #1 FOOD & ENTERTAINING MAGAZINE

- Largest rate base and audience of any food magazine.
Rate Base: 3.2 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 2 1/2+ hours with every issue
- Make 3 to 4 recipes from each new issue
- Pick up each issue 5 times

Aud. (000)

Comp

Index

TOTAL AUDIENCE: 16,000,000

AGE

Median Age : 48

Age 25-49	7,507	47%	100
Age 25-54	9,629	60%	107
Age 35-54	7,614	47%	124

MARRIED

10,085 63% 114

ANY KIDS

6,327 40% 99

ANY COLLEGE

9,815 61% 113

EMPLOYMENT

Employed Full Time	9,999	63%	102
Professional/Managerial	4,714	30%	128

HOUSEHOLD INCOME

Median HHI : \$69,491

HHI \$50,000+	10,427	65%	111
HHI \$75,000+	7,263	45%	116

HOME

Own	12,240	77%	109
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Source: 2009 Fall MRI. Taste of Home is a publisher-defined prototype.

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