

tasteofhome

COOKING • CARING • SHARING

Delivering Consumers Who Are 110% Engaged

Nothing matches the Taste of Home community in its bond with the brand it helps create. With unique content **by** readers **for** readers, the involvement of our 16 million real home cooks is in a class by itself.

- Readers submit 90,000+ recipes each year
- Spend 2½+ hours with every issue — more than double the time spent of the “big name” titles
- Make 3 to 4 recipes from each new issue
- 45,000+ recipes e-mailed to others in December
- 100,000+ sign-ups for “Holiday Cookies” and “Slow Cooker” newsletters in one month
- 40,000+ contest entries per issue

“I always sit down and relax, go through it one page at a time. I save every issue!”

“I love Taste of Home! I read them like some people read novels.”

“It’s like a friend, a part of my everyday world.”

Source: Fall 2008 MRI, primary readers; Subscriber Study; Editorial Assessment Research, May 2007

