

PARTNER WITH
THE WORLD'S
#1 FOOD &
ENTERTAINING
BRAND



taste of home
COOKING SCHOOL

get into
the

MIX!



Taste of Home presents the country's
#1 Cooking School program each fall
and spring, providing advertisers with **400MM+**
impressions each year at our **Main**
(120+ markets each season) and **Made Easy**
(30+ markets each season) **Cooking Schools.**

Connect with America's most *passionate*
everyday cooks in their own backyard and make
your brand part of the live Taste of Home onstage
cooking events consumers love.



GET YOUR BRAND INTO AMERICA'S KITCHENS

CONTACT YOUR LOCAL SALES REPRESENTATIVE OR MARY GILBERT, ADVERTISING DIRECTOR,
AT 212-993-5224 OR MARY_GILBERT@RD.COM

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taste of home

COOKING SCHOOL

- Entertaining demonstrations for home cooks, presented by professional culinary specialists and featuring branded recipes
- **300,000+ attendees**
- **300+ schools each year**
- **51% are return attendees**
- **280MM+ impressions at Main Schools each year**
- **110MM+ impressions at Made Easy Schools each year**

GET ON THE MENU

- Live onstage integration of your brand through recipe preparation or product demos
- Category exclusivity for your brand
- Promotion in Taste of Home magazines and online: 25+ million reach
- Brand ad and integration in customized event magazine—also sold on newsstands
- Local media promotions
- Logo exposure on event signage
- Dry sampling/literature distribution in attendee gift bags
- Independent ROI study; includes custom question for Main School sponsors

A TRUSTED BRAND EXPERIENCE THAT MOVES PRODUCT

Taste of Home Cooking Schools **inspire consumers** to try, buy and influence their neighbors:

- **93%** recall level for sponsors
- **71%** are more likely to buy/try the products used
- **97%** of attendees plan to make an average of 6 recipes because of a School (31% had made a recipe within 2 weeks after event)
- **94%** talk about the event with friends — an average of almost 5 per attendee — resulting in **1.3 million total impressions**



**SPRING 2011
CLOSE DATES:**

**MAIN:
NOVEMBER 3
MADE EASY:
NOVEMBER 29**

**FALL 2011
CLOSE DATES**

**MAIN:
APRIL 15
MADE EASY:
MAY 16**

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