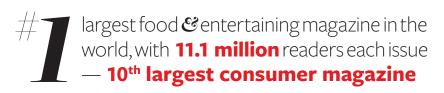


Reach the most engaged consumers





## 2013 EDITORIAL CALENDAR/AD CLOSE

ISSUE	SPECIAL FEATURES	CONTEST	AD CLOSE	MATERIALS DUE	ON-SALE
FEB MAR	The Comfort Issue  • Valentine's Day, St. Patrick's Day & Easter  • Potluck Favorites  • Healthy Comfort Food Makeovers	Cherished Family Classics	11/30/12	12/7/12	1/29/13
APR MAY	The Celebrate Issue Spring Entertaining Blowout: Bridal Showers, Grad Parties and More! Memorial Day Grilling Cinco de Mayo Healthy Makeover	Bunches of Brunches	1/25/13	2/1/13	3/26/13
JUNE JULY	<ul> <li>The America Issue/20<sup>th</sup> Birthday</li> <li>Special Birthday Section: Favorite Recipes from all 20 Years!</li> <li>America the Tasty: Recipes from Every State</li> <li>Father's Day Grilling</li> <li>Fourth of July</li> </ul>	All American Weeknight Meals	4/12/13	4/19/13	6/11/13
SEPT OCT	Back to School/Halloween  Light Nights: Family Favorite Recipes to have dinner on the table in 10, 20 or 30 minutes  Labor Day  Halloween Crafts for Kids	Kid-Approved Meals	6/11/13	6/18/13	8/20/13
NOV	Thanksgiving • Complete Holiday Baking Guide • Make Ahead Thanksgiving	Cookie Jar All-Stars	8/14/13	8/21/13	10/22/13
DEC	Holiday     Special Section on Christmas Traditions for Families     Appetizers for All Occasions     All the Holidays: Christmas, Hanukkah and New Year's Eve	Pies and Tarts	9/13/13	9/20/13	11/19/13

## **2013 GENERAL ADVERTISING RATES**

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$151,000	\$147,980	\$144,960	\$140,430
COVER 2 & 4	\$189,000	\$185,220	\$181,440	\$175,770
COVER 3	\$183,000	\$179,340	\$175,680	\$170,190
BLACK & WHITE PAGE	\$121,000	\$118,580	\$116,160	\$112,530
TWO COLOR PAGE	\$121,000	\$118,580	\$116,160	\$112,530

