

{ rates & dates }

Nearly
90,000
consumer
submissions
each year

Favorites
for every season

Special opportunities all year



30 minute chicken noodle soup
Lacey Waadt
Payson, Utah

tasteofhome



Reader favorites, consumer-created

The original user-generated vehicle, Taste of Home creates a powerful connection with your best audience with favorite features and special opportunities through every season.

2012 EDITORIAL CALENDAR/AD CLOSE

ISSUE	SPECIAL FEATURES	CONTEST	AD CLOSE	MATERIALS	ON-SALE
FEB/MAR	The New Family Traditions Issue Sunday Dinners Couples Night Super Bowl	Magnificently Meatless	12/2/11	12/9/11	1/31/12
APR/MAY	The Home Issue Before and After Kitchen Perfect Pantry Moveable Feasts	Wild About Cheesecake	1/27/12	2/3/12	3/27/12
JUNE/JULY	The Made in America Issue American Cheese Young Farmer Movement Ate-by-State	America's Top Home Cook	3/30/12	4/6/12	5/29/12
AUG/SEPT	The Shortcuts Issue No-cook Recipes Back-to-School Favorites Bake Sale Blowout	Great Fixes With Mixes	5/25/12	6/1/12	7/24/12
OCT/NOV	The Giving Thanks Issue Baking Guide Blowout Mix and Match Thanksgiving Halloween	Share the Bounty Potluck Dishes	7/27/12	8/3/12	9/25/12
DEC/JAN 2013	The Christmas Issue Appetizer Parties Christmas Shopping List Year of New Things	Holiday Desserts	9/28/12	10/5/12	11/27/12

2012 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
FOUR COLOR PAGE	\$143,500	\$140,630	\$137,760	\$133,455
COVER 2 & 4	\$179,400	\$175,812	\$172,224	\$166,842
COVER 3	\$173,650	\$170,177	\$166,704	\$161,495
BLACK & WHITE PAGE	\$114,800	\$112,504	\$110,208	\$106,764
TWO COLOR PAGE	\$114,800	\$112,504	\$110,208	\$106,764

tasteofhome **MEDIA**

Source: ABC Statements, June 2011

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPs

Contact your local sales representative or Jan Studin, VP Publisher,
at 646.293.6079 or Jan_Studin@rd.com