

{ audience }

Reach
16+ million
engaged
consumers

10th
largest
of all
U.S. magazines

America's largest food & entertaining magazine



Peach Melba Cheesecake
Hope Gonzalez
Lancaster, California

tasteofhome



The power to move your brand

With easy, accessible solutions for cooking, enjoying and entertaining, Taste of Home is a unique resource for today's lifestyles. Our one-of-a-kind content delivers a powerful combination: The scale of a mass women's title with the passionate engagement of a vertical-interest magazine.



Tour My Kitchen
Lynette Sonne
Pasa Robles, California

TOTAL AUDIENCE
16,000,000

	Aud. (000)	Comp (%)	Index
Women	14,419	90	175
Median age	51		
Age 25-54	7,956	50	178
Married	8,629	54	197
Any kids	5,825	36	164
Women age 25-54, any kids	4,958	31	180
Graduated college+	3,871	24	173

EMPLOYMENT

Employed	8,118	51	180
Professional/managerial	3,413	21	184

HOUSEHOLD INCOME

Median HHI	\$64,812		
HHI \$50K+	8,802	55	194
HHI \$75K+	5,966	37	197
HHI \$100K+	3,925	25	201

HOME

Own home	11,027	69	192
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Tremendous buying power for themselves and others

- Spend \$1.3+ billion on groceries each week*
- 4 million say they're among first of their friends to try new products
- 3 million say friends often ask advice on the topic of grocery shopping

Sources: 2010 ABC Fas-Fax Statements among all ABC audited titles with a paid circulation model; MRI Spring 2011, Publisher's Estimate; MRI Fall 2010, Publisher's Estimate; Base: Adults, Target: Women

tasteofhome MEDIA

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

