

# taste of home

COOKING • CARING • SHARING

## America's Largest Cooking Magazine

- A unique connection with real home cooks
- Fresh new look and features for 2009
- 6 issues a year. Rate base: 3,200,000



## 2009 General Advertising Rates

Rate Base: 3,200,000—Gross Rates	1X	2X	4X	6X
Four Color - 1 Page	\$130,100	\$127,500	\$124,900	\$121,000
Cover 2 & 4	\$162,650	\$159,400	\$156,150	\$151,250
Cover 3	\$157,400	\$154,250	\$151,100	\$146,400
Black & White - 1 Page	\$89,750	\$87,950	\$86,150	\$83,450
Two Color - 1 Page	\$104,100	\$102,000	\$99,950	\$96,800

## 2009-2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
April/May	Breakfast & Brunch	Pizza, Asparagus	1/30/09	2/6/09	4/7/09
June/July	Tomatoes	Budget Grilling, Dad's Best Recipes, Melons	4/3/09	4/10/09	6/2/09
Aug/Sept	5-Ingredient	Burgers & Toppers, Best Shortcut Recipes	6/5/09	6/12/09	8/4/09
Oct/Nov	30-Minute Entrées	National Cooks Who Care Week, Halloween Fun	7/31/09	8/7/09	9/29/09
Dec/Jan 2010	Cakes & Tortes	Food Gifts	10/2/09	10/9/09	12/1/09
Feb/Mar	Ground Beef	TBD	11/26/09	12/3/09	2/3/10

Please note, all features are subject to change.

For more information on America's largest cooking community, call 800 682 9019.