

audience }



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.



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

TOTAL AUDIENCE 16,000,000	Aud. (000)	Comp (%)	Index
AGE			
Women	14,404	90	174
Median age	51		
Age 25-54	8,053	50	179
Married	9,002	56	204
Any kids	5,748	36	164
Women age 25-54, any kids*	4,959	31	182
Graduated college+	4,163	26	187
EMPLOYMENT			
Employed	8,235	52	182
Professional/managerial	3,614	23	195
HOUSEHOLD INCOME			
Median HHI	\$66,917		
HHI \$50K+	9,199	58	202
HHI \$75K+	6,276	39	205
HHI \$100K+	3,866	34	196
НОМЕ			
Own home	11,047	69	191

Sources: 2010 ABC Fas-Fax Statements among all ABC audited titles with a paid circulation model; MRI Fall 2010 Publisher's Estimate; "Base: Adults, Target: Women Age 25-54; ** Base: Women





COOKING SCHOOLS COOKBOOKS



Where engagement meets scale

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Wordmoves the needle

Red Velvet Whoopie Pies

Judi Dexheimer Sturgeon Bay, Wisconsin

Jessie Sarrazin Livingston, Montana

Lemony Gingerbread Whoopie Pies

Jamie Jones Madison Georgia

Chocolate Dream Whoopie Pies Jill Papke

Oconomowoc, Wisconsin

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Engagement that inspires consumers & sales

Taste of Home readers' #1 engagement moves the needle for product sales. With user-generated content that inspires powerful ownership, trust and action, Taste of Home leads the industry in driving word-of-mouth like no other brand.

Consumers make it their own

- 90,000+ consumer content submissions each year
- 40,000+ editorial contest entries per month
- 1,000+ volunteer Field Editors
- 300,000+ paid attendees at the Taste of Home
 Cooking Schools 95% talk about the Cooking Schools
 to 4+ people, 86% are more likely to buy/try the
 products used*
- 1,147,000+ registered members on TasteofHome.com
- #3 for time spent per visit among top 20 food sites**
- **185,000+** Facebook fans
- Constant touchpoints: 65% interact with the brand beyond the magazine or website — social media, blogs, recipe submissions***
- 47% regularly share ideas/recipes from Taste of Home with family and friends

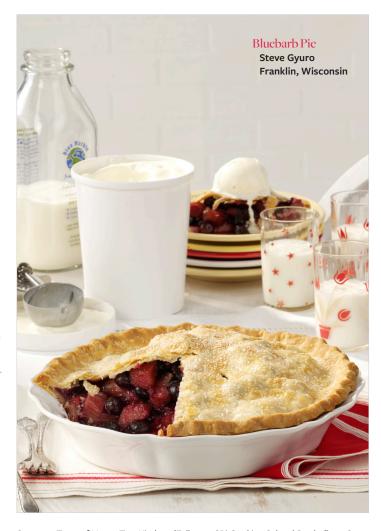
#1 where it matters

#1 among all 134 VISTA-measured magazines:

- Purchased product/service
- Consider purchasing product/service
- Brand association****

#1 among competitive magazines:****

- Actions taken
- Read 4 out of 4 issues
- Rate us one of their favorites/very good
- Read issue within 3 days of receiving



Sources: Taste of Home Test Kitchen; 'Fall 2010 SRi Cooking School Study; "comScore April 2011; ""2011 Taste of Home Reader Study; Facebook #s as of 6/21/11; Affinity VISTA, January 2010-March 2011 ""tied with 3 titles """competitive set includes Better Homes & Gardens, Bon Appetit, Cooking Light, Everyday Food, Family Circle, Good Housekeeping, Ladies' Home Journal, Martha Stewart Living, O, The Oprah Magazine, Redbook, Woman's Day





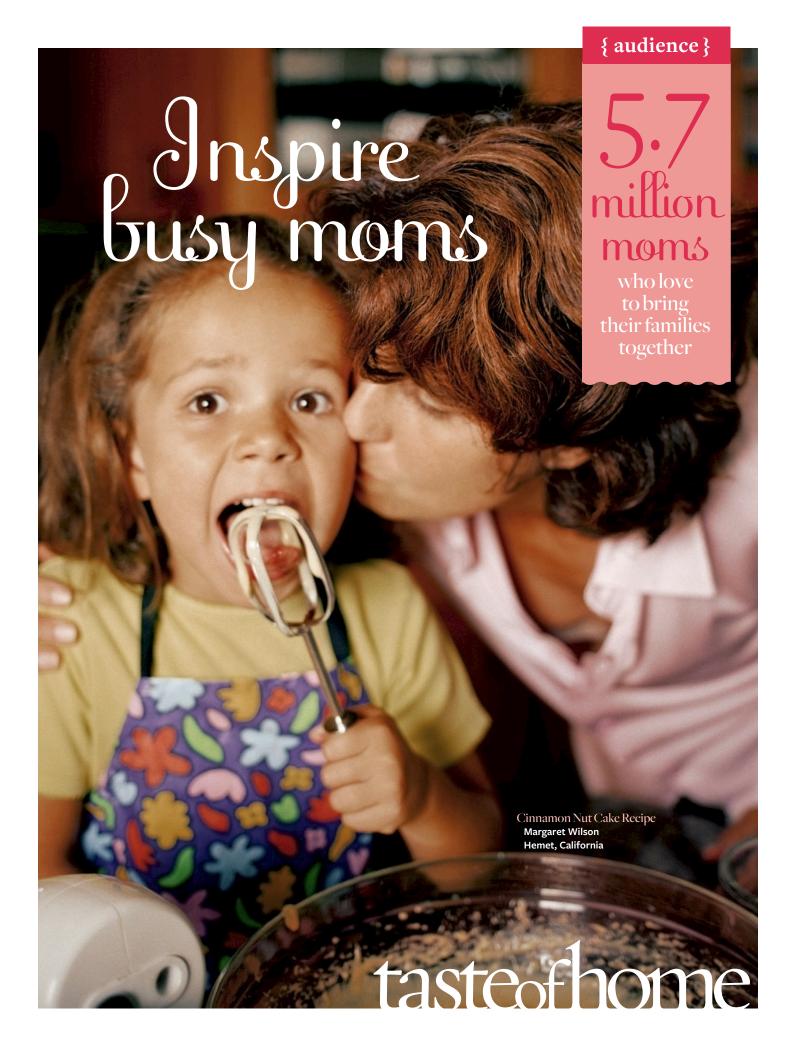
DIGITAL

COOKING SCHOOLS

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Bring your brand home to America's families

Created and shared from one mom to another, Taste of Home is the trusted resource for more moms who love to create meals and moments for family and friends every day.

More of your core consumers

- 5.7 million busy moms with kids at home*
- 5 million moms age 25-54 #1 among food titles
- 4.7 million moms with kids 6-17
- 4.1 million cook meals frequently
- 4.8 million use frozen/convenience foods

Tremendous spending power

- Spend \$1.3+ billion at the supermarket each week
- 24+ million trips to the grocery store each week, averaging nearly two trips per shopper

Impact on your market

• #1 for Purchased Product, Considered Purchase and Brand Association among all 134 VISTA-measured magazines

More kid-focused content.

- In every issue: Kids in the Kitchen, Weeknight Solutions, Mom's Best, Cooks Who Care
- In-store: #1 food titles at leading retailers, with SIPs including Busy Family Recipes; Fun Food; Halloween
- Online: Just for Kids Channel; Mom2Mom Recipe Chat; 1,400+ recipes for kids on TOH.com
- Events: Our Cooking Schools connect with 300,000+ attendees; 88% primary grocery shoppers



Sources: MRI Fall 2010 Publisher's Estimate, *Base: Women; all other: Target: Women, 25-54 with kids, competitive set: Epicurean magazines; Affinity VISTA, January-March 2011; Hall's Reports, October 2010 - March 2011, vs. Better Homes & Gardens, Bon Appetit, Cooking Light and Martha Stewart Living; CMG Magnet, 2010 Sales Reporting; Fall 2010 SRi Cooking School Study





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