

{ 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.



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.
(ooo)

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

HOME

Own home	11,047	69	191
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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

tasteofhome **MEDIA**

MAGAZINES

DIGITAL

COOKING SCHOOLS

COOKBOOKS

SIPs

Contact your local sales representative or Mary Gilbert, Associate Publisher, at 646-293-6079 or Mary_Gilbert@rd.com



Where engagement meets scale

{ audience }

No. 1
ad
effectiveness

Word-
of-mouth
moves the
needle



Red Velvet Whoopie Pies

Judi Dexheimer
Sturgeon Bay, Wisconsin

Go Bananas Whoopie Pies

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



Bluebarb Pie
Steve Gyuro
Franklin, Wisconsin

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

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A warm, intimate photograph of a woman with dark, wavy hair kissing a young girl on the cheek. The girl, with light brown hair, is looking directly at the camera with a joyful expression, her mouth open as she holds a metal whisk with a swirl of batter inside. She is wearing a yellow t-shirt and a purple apron decorated with colorful floral patterns. In the foreground, a large glass mixing bowl filled with dark batter is visible. The background is softly blurred, showing a kitchen setting.

Inspire busy moms

{ audience }

5.7
million
moms

who love
to bring
their families
together

Cinnamon Nut Cake Recipe
Margaret Wilson
Hemet, California

tasteofhome



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



Strawberry Patch Float
Janae Powell, Age 8
Carthage, New York

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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**lifestyle
communities**
@ RDA

sharing an appetite for life