

{ circulation }

Largest
of all
food &
entertaining
titles

3,200,000
rate base

Consumers' favorite

Flaky Garlic Rolls
Peggy Burdick
Burlington, Michigan

Grilled Pork Chops
Tim Buckmaster
Millsboro, Delaware

Easy Grilled Squash
Esther Horst,
Monterey, Tennessee

tasteofhome

Relevance drives demand

Taste of Home's unique user-generated content — real food from real home cooks — makes an unmatched connection with today's lifestyles. Consumers seek out our one-of-a-kind brand in every format and turn our magazines, bookazines and SIPs into bestsellers everywhere.



Taste of Home magazine

- **3,200,000** rate base
- **10th largest** consumer magazine in the U.S.
- **NEW** 7th, November issue added in 2011

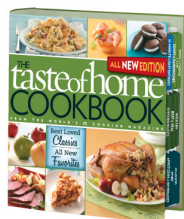


Healthy Cooking magazine

- Rate base increase in 2011 to **625,000**
- **670,173** total circulation
- **11.7%** bonus circulation

The #1 brand at retail

- Taste of Home magazines, bookazines and SIPs are **#1 sellers** at leading retailers including Walmart, Kroger, Publix, Home Depot and Lowe's
- Consumers spent **\$64 million** on **9+ million** Taste of Home-branded publications at retail in 2010
- Bestselling cookbooks at price points **up to \$29.95**



Zippy Shrimp Skewers Recipe
Jalayne Luckett
Marion, Illinois

Source: Full Year 2010, ABC Statements; CMG Magnet, 2010 Sales Reporting

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

lifestyle communities
@ RDA

sharing an appetite for life