

A one-of-a-kind consumer experience

Every Spring and Fall, in hundreds of towns across the country, thousands of consumers grab their friends, sisters and daughters, buy tickets weeks in advance and wait in line for the pre-show marketplace and a choice seat. Then it's showtime—for them and for your brand.

Hungry for ideas

- **300,000+** incredibly engaged Taste of Home fans
- **Women who love to learn** new recipes and entertaining ideas
- **Eager to meet and connect** with fellow cooks and entertainers
- **88%** are the primary grocery shopper for their household
- **High-demand events** selling out faster than ever, ticket sales +17% vs. last three seasons
- **New major markets include** New York, Los Angeles, Seattle, Boston



All sponsorships are category exclusive and available on a first-come, first-served basis. Impressions based on local media reporting, Fall 2010.

2 powerful programs

Main Cooking Schools National program

120+ markets each Spring and Fall season

120,000+ attendees on average per season

240,000,000+ impressions per season

Made Easy Cooking Schools Midwest Regional program

30+ markets each Spring and Fall season

30,000+ attendees on average per season

97,000,000+ impressions per season

Local connection, national impact

Integrate your brand and get unmatched reach and awareness, from engaging live events to major promotion across Taste of Home platforms and by our national and local media partners.



Media blitz

300+ live events

- Entertaining, step-by-step 1½-2 hour shows
- Presented by our professionally trained Culinary Specialists, sharing recipes, fun demos, tricks, tips and secrets

Live 10-minute customized segment

- Integrates your product
- Showcases your brand's recipes, usage ideas, everyday solutions and key messaging

Cooking School magazine integration

- Brand ad
- 6 recipes or tips featuring your product, plus your website and coupon
- Used as a follow-along cookbook throughout the show
- Sold nationally at retail

Throughout venue

- Brand logo featured on event signage throughout venue and on stage
- Product sampling and literature/coupon distribution in gift bags
- Sponsored door prizes
- Booths available at pre-show sampling event

Integrated program delivers an incredible **337,000,000+** media and live impressions each season



Live events
MAIN: 841,000+
MADE EASY: 217,000+
 Complete brand integration



Local media
68,704,000-216,877,000+
 • Branded recipe or content in local newspapers
 • Branded local radio promotion
 • Logo on all consumer ticket-sales ads



Print
28,435,000-30,525,000+
 Brand ad and product integration in Cooking School magazine



Digital
100,000+
 Brand logo and link to your website on Cooking School homepage



America's No. 1
 cooking school program

CONSUMER CONNECTION
PRODUCT INTEGRATION
INCREDIBLE ROI

tasteofhome MEDIA

MAGAZINES DIGITAL COOKING SCHOOLS COOKBOOKS SIPs

Contact your local sales representative or Associate Publisher Mary Gilbert at 646.293.6079 or Mary_Gilbert@rd.com

tasteofhome
COOKING SCHOOL



“I loved your Cooking School!
You brought a lot of energy and it was fun to
watch. I can't wait to start making the recipes!”
Nancy Johnson
Summit, New Jersey

Taste

tasteofhome

MEDIA

MAGAZINES DIGITAL COOKING SCHOOLS COOKBOOKS SIPs



“The Taste of Home Cooking Schools have been an
effective way to get our brand in front of thousands
and thousands of motivated, engaged in-market
consumers. The follow-up report is one of the best
I've ever seen and really helped show us the
impact and value of the program.”
Tom Payne
Marketing Director, King Arthur Flour

Connect



“We can integrate your brand into an engaging,
live Taste of Home experience you have to see to
believe. Join us at a nearby Cooking School
and see for yourself!”
Erin Puariea
General Manager, Taste of Home Cooking School
and Director of Experiential Marketing

Dig in

Start a trend
Attendees are eager to take their lessons and new ideas home to share with family, friends and their large social networks, online and down the block. Be part of the incredible word-of-mouth and market impact unique to this program and discover insights about your consumers.

Consumers make it their own

- 88% average recall for sponsors
- 86% are more likely to buy/try products after seeing them at the Cooking Schools
- 90% agree the Cooking Schools are a good way to showcase products to them
- 97% have made/plan to make at least one recipe within 2 weeks of a school (and plan to make 5 on average)
- 95% talk about the event, to an average of almost 5 people per attendee

{ custom brand
ROI research }

Learn valuable insights
on how consumers feel
about your product.

Include your brand in
our event survey with
a custom question, as
a Main Cooking Schools
program sponsor.



Taste · Connect · Dig in

Bring your brand home
with America's #1 celebration of food and entertaining
Contact your local sales representative or Associate Publisher Mary Gilbert
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Source: SRi Taste of Home Cooking Schools Study, Fall 2010