

{rates & dates}

New  
**7<sup>th</sup>**  
Issue  
in 2011

Favorites  
for every  
season

# Special opportunities all year

Bistro Mac'n Cheese  
Denise Hash  
Billings, Montana

tasteofhome



## Reader favorites, consumer-created

The original user-generated vehicle, Taste of Home creates a powerful connection with your best audience with favorite features and special opportunities through every season.

### 2011 EDITORIAL CALENDAR/AD CLOSE

ISSUE	SPECIAL FEATURES	CONTEST	AD CLOSE	MATERIALS	ON-SALE
<b>FEB/MAR</b>	<b>Retro</b> Whoopie pies Yeast breads Modern Jello	Garlic and onions	12/3/10	12/10/10	2/1/11
<b>APR/MAY</b>	<b>Easter/Cinco de Mayo</b> Mother's Day brunch Easter dinner Bakery favorites	Southwest foods	1/28/11	2/4/11	4/1/11
<b>JUNE/JULY</b>	<b>Grilling</b> July 4th desserts Fresh herbs Dad's best	Summer BBQ	4/1/11	4/8/11	6/1/11
<b>AUG/SEPT</b>	<b>Shortcuts</b> Tailgating Almost homemade Chili peppers	5-ingredient entrees	5/27/11	6/3/11	8/1/11
<b>OCTOBER</b>	<b>Baking</b> Halloween	Freezer pleasers	7/29/11	8/5/11	10/3/11
<b>NOVEMBER</b> <small>NEW</small>	<b>Thanksgiving</b> Family cookbooks Cookie exchange	Thanksgiving leftovers	8/30/11	9/6/11	11/1/11
<b>DEC/JAN 2012</b>	<b>Christmas</b> Round robins Hannukah Brunch for guests	Gifts from the kitchen	9/30/11	10/7/11	12/1/11

### 2011 GENERAL ADVERTISING RATES

GROSS RATES	1X	2X	4X	6X
<b>FOUR COLOR PAGE</b>	\$138,000	\$135,250	\$132,500	\$128,350
<b>COVER 2 &amp; 4</b>	\$172,500	\$169,050	\$165,600	\$160,450
<b>COVER 3</b>	\$167,000	\$163,650	\$160,300	\$155,300
<b>BLACK &amp; WHITE PAGE</b>	\$110,400	\$108,200	\$106,000	\$102,650
<b>TWO COLOR PAGE</b>	\$110,400	\$108,200	\$106,000	\$102,650

**tasteofhome** MEDIA

Source: 2010 ABC Fas-Fax Statements; MRI Fall 2010; publisher's estimate

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