

healthy tasteofhome cooking

Make a Healthy Connection with Consumers

Target loyal Taste of Home readers and position your brand in a trusted environment of healthy cooking that inspires readers to lighten up and eat right.

- Delicious kitchen-tested recipes from real home cooks, plus lighten-up recipe makeovers
- Nutrition facts, diabetic exchanges and icons that highlight low-carb, low-sodium, low-fat and more
- Tips from nutritionists and health experts
- **6 issues a year**
- **Rate base: 600,000**



2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Feb/Mar	Whole Grains	Theme: Resolve to Eat Right Features: Lose Weight, Eat Well, Feel Better and more	11/27/09	12/4/09	2/1/10
April/May	Best Spring Produce	Theme: Healthy Eating on a Budget Features: Eat Seasonally, Buy in Bulk, Raid the Pantry	1/28/10	2/4/10	4/6/10
June/July	Herbs	Theme: Farmer's Market Features: Freshest Fruits & Veggies, Grilling, Frozen Desserts	3/25/10	4/1/10	6/1/10
Aug/Sept	Meatless	Theme: The Ideal Day Features: How to Eat Right All Day, Family Reunion	5/28/10	6/4/10	8/3/10
Oct/Nov	Casseroles	Theme: Sundays Features: Sunday Brunch, Dinner & Game Night Recipes, Thanksgiving	7/30/10	8/6/10	10/5/10
Dec/Jan 2011	Healthy from Scratch	Theme: Back to Basics Features: Holiday Recipes, Vibrant Skin, Healthy Fats	10/1/10	10/8/10	12/1/10

2010 General Advertising Rates

Gross Rates	1X	2X	4X	6X
Four Color Page	\$30,150	\$29,550	\$28,950	\$28,050
Cover 2 & 4	\$37,700	\$36,950	\$36,200	\$35,050
Cover 3	\$36,500	\$35,750	\$35,050	\$33,950
Black & White Page	\$20,800	\$20,400	\$19,950	\$19,350
Two Color Page	\$24,100	\$23,600	\$23,150	\$22,400

* Please note: All edit, dates and rates are subject to change. 5.19.10

For more information on America's largest cooking community, contact your local sales representative or Mary Gilbert, Advertising Director, at 212-993-5224 or Mary_Gilbert@rd.com