

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-sugar, low-fat and more
- Tips from nutritionists and health experts
- **6 issues a year**
- **Rate base: 600,000**



2009-2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Oct/Nov 2009	Chicken & Poultry	Theme: Friends & Family Features: Thanksgiving, Appetizer Party, Celebrate Fall	7/17/09	7/24/09	9/15/09
Dec/Jan 2010	Easy, Healthy Suppers	Theme: Stress-Free Holidays Features: Gifts from the Kitchen, Fix and Freeze It, Slow Cooker	9/11/09	9/18/09	11/17/09
Feb/Mar	Whole Grains	Theme: Resolve to Eat Right Features: Lose Weight, Eat Better, Fight the Flu and More	11/11/09	11/18/09	1/12/10
April/May	Lean on Spring for Good Health	Theme: The Best Spring Product Features: Revitalize Your Menus, Mother's Day, Easter	1/22/10	1/28/10	3/23/10
June/July	Herbs	Theme: Farmer's Market Features: Freshest Fruits & Veggies, Father's Day, Grilling, Frozen Desserts	3/18/10	3/25/10	5/18/10
Aug/Sept	Meatless	Theme: Back to the Basics Features: Sunday Dinners, Back-to-School Meals, Slow Cooker	5/19/10	5/26/10	7/20/10

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.

For more information on America's largest cooking community, call 800 682 9019.