



# America's Largest Cooking and Entertaining Magazine

- A unique connection with real home cooks
- **6 issues a year**
- **Rate base: 3,200,000**



## 2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
<b>Feb/Mar</b>	Ground Beef	Organize Your Kitchen, Mardi Gras	11/27/09	12/4/09	2/2/10
<b>Apr/May</b>	Lighten Up	Kitchen Spruce-Up, Mother's Day	2/3/10	2/10/10	4/6/10
<b>June/July</b>	Chicken	Ice Cream Social, Grilled Seafood	4/2/10	4/9/10	6/1/10
<b>Aug/Sept</b>	Slow Cooker	Fall Finds, Table Decor, Simple Desserts	6/4/10	6/11/10	8/3/10
<b>Oct/Nov</b>	Cookies	5 Ingredient Sides, Halloween	7/30/10	8/6/010	10/5/10
<b>Dec/Jan 2011</b>	Cakes & Tortes	Holiday Entertaining, Super Bowl Party	9/24/10	10/1/10	12/1/10

## 2010 General Advertising Rates

Gross Rates	1X	2X	4X	6X
<b>Four Color Page</b>	\$134,000	\$131,300	\$128,650	\$124,600
<b>Cover 2 &amp; 4</b>	\$167,500	\$164,150	\$160,800	\$155,800
<b>Cover 3</b>	\$162,150	\$158,900	\$155,650	\$150,800
<b>Black &amp; White Page</b>	\$107,200	\$105,050	\$102,900	\$99,700
<b>Two Color Page</b>	\$107,200	\$105,050	\$102,900	\$99,700

Please note: all edit, dates and rates are subject to change.

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