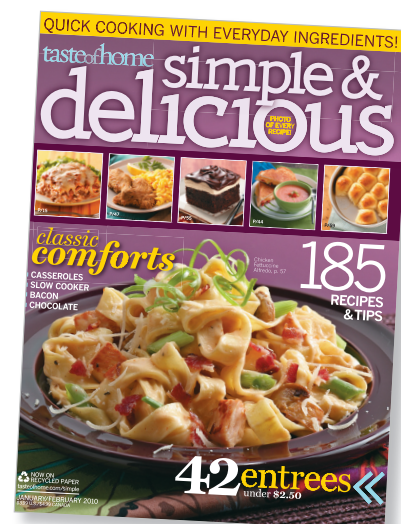


tasteofhome **simple & delicious**

Quick and easy meals for today's busy families

Help consumers get a great meal on the table fast. Serve up your brand in a trusted environment of family-friendly recipes and fun dinner ideas targeting time-pressed lifestyles.

- 100+ recipes for fun dinner ideas in each issue
- Takes the hassle out of daily meals with time-saving shopping, cooking and serving tips, secrets from the pros, handy grocery lists
- 6 issues a year
- Rate base: 800,000



2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Jan/Feb	Pizza	Theme: Comfort Food Features: Time & Money-Saving Classics, Lighter Comfort Foods, Warm Desserts	10/23/09	10/30/09	12/22/09
Mar/April	Potatoes	Theme: Budget Features: Five Dinners for \$50, Fast Fixes with Mixes, Beef or Pork	12/16/09	12/23/09	2/23/10
May/June	Berries	Theme: Picnics, Potlucks, BBQs Features: Grilling, Summer Get-Together Recipes, Slow Cooker	2/26/10	3/5/10	4/27/10
Jul/Aug	Main Dish Salads	Theme: Your Summer Cookbook Features: All-American Summer, Best of Garden-Fresh Recipes	4/30/10	5/7/10	6/22/10
Sept/Oct	Stovetop Suppers in 30 Minutes	Theme: Back to School Features: Main Dish Soups, After-School Snacks, Smoothies	6/24/10	7/1/10	8/24/10
Nov/Dec 2011	TK	Theme: Holidays Features: TK	8/26/10	9/2/10	10/26/10

2010 General Advertising Rates

Gross Rates	1X	2X	4X	6X
Four Color Page	\$38,550	\$37,800	\$37,000	\$35,850
Cover 2 & 4	\$48,200	\$47,250	\$46,250	\$44,850
Cover 3	\$46,650	\$45,700	\$44,800	\$43,400
Black & White Page	\$30,850	\$30,250	\$29,600	\$28,700
Two Color Page	\$30,850	\$30,250	\$29,600	\$28,700

* Please note: All edit, dates and rates are subject to change. 1.8.10

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