

# taste of home

COOKING • CARING • SHARING

## America's Largest Food & Entertaining Magazine

Taste of Home inspires a community of influential consumers who build rich connections with their peers through our unique User Generated Content Platform.

**6 issues a year • Rate base: 3,200,000**



### 2010 Editorial Calendar/Ad Close

Issue	Recipe Contest	Special Features	Ad Close	Materials	On Sale
Feb/Mar	Ground Beef	Organize Your Kitchen, Mardi Gras	11/30/09	12/4/09	2/1/10
Apr/May	Lighten Up	Kitchen Spruce-Up, Mother's Day	2/3/10	2/10/10	4/6/10
June/July	Chicken	Ice Cream Social, Grilled Seafood	4/2/10	4/9/10	6/1/10
Aug/Sept	Slow Cooker	Summer Fruit Pies, Apple Picking Party, Tailgate Sub Sandwiches	6/4/10	6/11/10	8/3/10
Oct/Nov	Cookies	Halloween Cupcakes, Thanksgiving Feast, Popcorn	7/30/10	8/6/10	10/5/10
Dec/Jan 2011	Holiday Desserts	Christmas Dinners, Chinese New Year, Root Veggies	10/1/10	10/8/10	12/1/10

### 2010 General Advertising Rates

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

\* Please note: All edit, dates and rates are subject to change. ADV 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](mailto:Mary_Gilbert@rd.com)