



# 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
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	Fall Finds, Table Decor, Simple Desserts	6/4/10	6/11/10	8/3/10
Oct/Nov	Cookies	5 Ingredient Sides, Halloween	7/30/10	8/6/10	10/5/10
Dec/Jan 2011	Cakes & Tortes	Holiday Entertaining, Super Bowl Party	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 1.27.10

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