



Where quality meets scale

AMERICA'S #1 FOOD & ENTERTAINING MAGAZINE

- Largest rate base and audience of any food magazine.
Rate Base: 3.2 million
- Passionate everyday cooks who love cooking for family and friends
- Part of a community of cook-to-cook sharing
- Highly involved, readers submit 90,000+ recipes each year
- Spend 2¹/₂+ hours with every issue
- Make 3 to 4 recipes from each new issue
- Pick up each issue 5 times

Aud. (000)

Comp

Index

TOTAL AUDIENCE: 16,000,000

AGE

Median Age : 49.6

Age 25-49	7,507	47%	100
Age 25-54	9,672	61%	107
Age 35-54	7,585	47%	123

MARRIED

10,085 63% 114

ANY KIDS

6,081 38% 94

ANY COLLEGE

9,815 61% 113

EMPLOYMENT

Employed Full Time	7,735	48%	94
Employed Part Time	2,143	13%	118
Professional/Managerial	4,608	29%	124

HOUSEHOLD INCOME

Median HHI : \$67,329

HHI \$50,000+	10,116	63%	110
HHI \$75,000+	7,094	44%	116

HOME

Own	12,101	76%	109
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Source: 2009 Spring MRI. Taste of Home is a publisher-defined prototype. Editorial Assessment Research, May 2007

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