

Delivering Consumers Who Are 110% Engaged

Nothing matches the Taste of Home community in its bond with the brand it helps create. With unique content by readers for readers, the involvement of our 16 million real home cooks is in a class by itself.

- Readers submit 90,000+ recipes each year
- Spend 2½+ hours with every issue — more than double the time spent of the “big name” titles
- Make 3 to 4 recipes from each new issue
- Pick up each issue at least five times
- 45,000+ recipes e-mailed to others in December
- 100,000+ sign-ups for “Holiday Cookies” and “Slow Cooker” newsletters in one month
- 40,000+ contest entries per issue

“I always sit down and relax, go through it one page at a time. I save every issue!”

“I love Taste of Home! I read them like some people read novels.”

“It’s like a friend, a part of my everyday world.”

Source: Fall 2008 MRI, primary readers; Subscriber Study; Editorial Assessment Research, May 2007

