

America's #1 food and entertaining magazine: Where quality meets scale



BY FOOD LOVERS, FOR FOOD LOVERS

- The original user-generated print vehicle
- Food and recipe ideas that pass the toughest standards: our readers and our test kitchens
- New look and edit that reflects our consumers' diverse tastes:
 - **Mixing Bowl:** Food news, fun notes and tasty nuggets
 - **Open House:** Bright ideas for welcoming friends and family
 - **Tour My Kitchen:** Inside our readers' dream kitchens
 - **Cook Smart:** Easy meal solutions from our readers and the Taste of Home kitchen
 - **Close to Home:** Celebrating the passionate readers and field editors around the Taste of Home table

AN ENVIRONMENT THAT FEEDS THEIR CRAVINGS

An audience of women who are passionate about Taste of Home

- Spend over **2 1/2 hours** with each issue (more than readers of any food or lifestyle book)
- Pick up each issue at least **5 times**
- **90,000+** reader-content submissions each year

QUALITY READERS

- **16 million** readers
- **9.8 million** readers are employed, 47% of them professionals or managers
- **12.1 million** — 76% — own their homes
- **11.1 million** buy based on quality, not price, and 45% believe brand name is the best indication of quality

BUSY LIFESTYLES

- **5.3 million** busy moms, and 62% more likely than average to be working as well
- **5.5 million** readers who enjoy entertaining at home at least once month (133 index)
- **7.7 million** have contributed to a charity organization in the past year (index 125)

POWERFUL IN THE AISLES

Taste of Home readers have tremendous spending power:

- Made **16.9 million** grocery shopping trips in the past week (**#1** among food and lifestyle magazines)
- Spend **\$1.4 billion** a week on groceries
- Spend **\$4.3 billion** with credit cards a month

THE #1-SELLING FOOD BRAND AT RETAIL