

# 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 2½ 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