

# tasteofhome

COOKING • CARING • SHARING

## Engagement that inspires conversations and consumers

The world's  
#1 food & entertaining  
brand



Taste of Home drives word-of-mouth like no other brand, with user-generated content that creates powerful engagement, trust and action among **53+ MILLION CONSUMERS**.

### DEEP BRAND CONNECTIONS

- **90,000+** consumer content submissions each year
- **1,200+** volunteer Field Editors who contribute editorial, generate press
- **300,000+** paid attendees at the Taste of Home Cooking Schools
- **440,000+** posts to TasteofHome.com's 50+ forums, groups and blogs
- **6.5+ million** opt-in e-newsletter subscriptions

### CATEGORY-LEADING ENGAGEMENT

#### IN PRINT

Among 119 measured magazines, Taste of Home leads Affinity/VISTA print norms

- **#1 among all titles** for Consider Purchasing Product/Service at 29%
- **#1 among all titles** for Purchased Product/Service at 26%

#### AT RETAIL

- Newsstand Special price points up to **\$12.99**
- **\$72.6 million** spend on branded products

#### ONLINE

- **1,027,000+** opt-in members on TasteofHome.com
- **Top 5 of 20** highest trafficked food sites for repeat visitors

#### AT EVENTS

- **95%** talk about the Cooking Schools to 4+ people
- **86%** are more likely to buy/try the products used



# Scale that moves markets



## MOVING YOUR KEY CONSUMER

Taste of Home has #1 reach among Food and Lifestyle titles against critical targets:

- **Moms: 5.2+ million** have kids in the household
- **Health/wellness enthusiasts: 6.9+ million** are looking for new ways to live healthier
- **Home improvers: 3.4+ million** made home improvements in the past year
- **Entertainers: 4.2+ million** entertain at home at least 1x/month
- **Quality-seekers: 5.9+ million** buy based on quality not price



## TASTE OF HOME

- **11th** largest of all consumer magazines
- **#1** food and entertaining magazine – **16+ million** readers each issue
- Now published **7x** each year



## HEALTHY COOKING

- Sister publication reaching **3,125,000+** readers
- 2011 rate base increase to **625,000**
- Published **6x** each year



## SPECIAL INTEREST PUBLICATIONS

- **50+** best-selling seasonal titles
- **30+** million products sold in 2009
- **#1** at retail – including grocery, Walmart



## TASTEOFHOM.COM

- **Top 20** food site out of **300+**
- **3.6+ million** monthly unique visitors



## SOCIAL MEDIA

- **144,000+** fans and followers on Facebook and Twitter - **#1** in the category
- New blog: Love & Homemade Recipes



## COOKING SCHOOLS

- **400+ million** impressions each year across event, PR, print and digital assets
- **300+** events nationwide

COOKING • CARING • SHARING  
**tasteofhome**

Drive unprecedented engagement with America's #1 food & entertaining brand

Contact your local sales representative or Mary Gilbert, Advertising Director,  
 at 646-293-6079 or Mary\_Gilbert@rd.com