America's largest food & entertaining magazine

audience

Reach 16+million engaged consumers

10th largest of all U.S. magazines

Peach Melba Cheesecake Hope Gonzalez Lancaster, California

tasteofhome

audience }



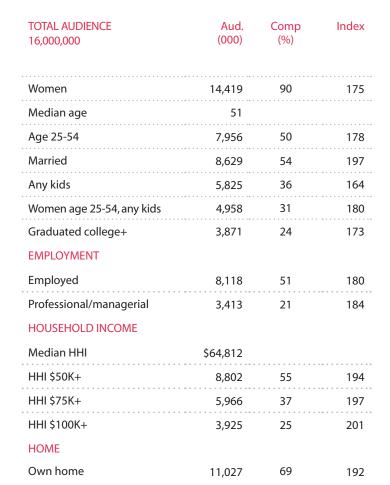
The power to move your brand

With easy, accessible solutions for cooking, enjoying and entertaining, Taste of Home is a unique resource for today's lifestyles. Our one-of-a-kind content delivers a powerful combination: The scale of a mass women's title with the passionate engagement of a vertical-interest magazine.



Tremendous buying power for themselves and others

- Spend \$1.3+ billion on groceries each week*
- 4 million say they're among first of their friends to try new products
- 3 million say friends often ask advice on the topic of grocery shopping



Sources: 2010 ABC Fas-Fax Statements among all ABC audited titles with a paid circulation model; MRI Spring 2011, Publisher's Estimate; MRI Fall 2010, Publisher's Estimate; Base: Adults, Target: Women



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SIPs

Contact your local sales representative or Jan Studin, VP Publisher, at 646-293-6079 or Jan_Studin@rd.com

