Taste of Home is America’s most popular destination for food, cooking and entertaining. Our Test Kitchen experts select, test, taste and edit every recipe. We share thousands of home cooks’ treasured family recipes every year.
Taste of Home
Published 6x per year
Circulation 1.5MM
Audience 11.6MM

Social Media
Engaged communities:
- Facebook 6.1MM+ fans
- Pinterest 2MM followers
- Instagram 1.3MM followers

Newsletters
17+ daily, weekly and monthly newsletters
- Monthly Circulation 6.1MM

Video
- Branded and custom videos on TasteofHome.com

Tablet Edition
Available on iPad • Amazon Kindle
- B&N Nook • Google Play • Zinio
- Apple+ • Magzter

Special Interest Publications
28 titles annually at major retailers such as Walmart, Target and Kroger

Cookbooks
30+ cookbooks per year between retail, DTC and specialty markets

Bakeable
Our newest one-stop digital destination and community for the best baking recipes, tips and ideas for the holidays and everyday

Tasting & Testing
Throughout 2021, Taste of Home’s Test Kitchen Preferred program will test a variety of products from countertop appliances to food, all rounding up to our 2021 Best Loved Brands in Oct/Nov

TRUSTED STUDIOS
Content & strategy development offering native content solutions

Native Articles & Videos | Advertorial & Custom Units | Editorial Integration

SOURCE MRI Spring 2020, comScore 3-month avg. ending June 2020, Internal Social Count as of 8/1/20
## Digital Overview

**TasteofHome.com**  
The go-to source for tasty recipes—from everyday to holidays.

### Monthly Unique Visitors

28.6mm

### YOY Growth

- **56.6%** Increase in Page Views
- **52%** Increase in Unique Visitors

### Demos

- **78%** Women
- **51.8** Median Age
- **$91.4k** Median HHI

### Social

- **6.1mm** Facebook Fans
- **2mm** Pinterest Followers

**SOURCE** comScore Multiplatform 3-month average ending June 2020
The newest digital destination for baking!
Cakes, pies, cookies, oh-my!—our audience loves creating homemade treats fresh from the oven. From key baking holidays, to everyday treats, the Bakeable digital destination is the first, and only, stop for the best seasonal baking recipes, tips and ideas.

Our Digital Baker is...

2.3x
For baking at least twice per week
INDEX 234

62%
More likely to bake
INDEX 162

#1
For baking compared to Allrecipes, Bon Appetit, Eating Well, Food Network and Food and Wine magazine

Marketing Opportunities

— Sponsorships: Align your brand with our top performing baking editorial through high SOV of ad placements across our digital destination

— Baking Challenges: Inspire bakers to get creative with your products within our monthly baking challenges that are promoted on our site and across social media

— Branded Ingredient: Position your brand as the key ingredient within our most popular baking recipes

— Native Content: From videos to how-to guides, we can create custom content starring your brand

— Bakeable Newsletter Ownership and Integration: Weekly newsletter that reaches an audience of nearly 75,000 (and quickly growing) opt-in bakers

SOURCE: MRI Fall 2019; Comp Set: Allrecipes, Bon Appetit, Eating Well, Food Network and Food and Wine magazine
# 2021 Edit Calendar

**In Every Issue**
- Entertaining
- Health
- Home Design
- Kids & Family
- Pets
- Products & Trends

---

## FEB/MAR
**Share the Love**
- All Grown Up
- Baked Potato Bar

<table>
<thead>
<tr>
<th>Close</th>
<th>Materials</th>
<th>On Sale</th>
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<tbody>
<tr>
<td>11.18.20</td>
<td>11.30.20</td>
<td>1.19.21</td>
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## APR/MAY
**Spring Fresh**
- Cheesecakes
- Spring Celebrations

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<td>1.22.21</td>
<td>1.29.21</td>
<td>3.16.21</td>
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## JUN/JUL
**Keep It Cool**
- Deep in the Heart of Tex-Mex
- No-Bake Desserts

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<td>4.2.21</td>
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## AUG/SEPT
**The Timesaver Issue**
- Breakfast To Go
- Dinner in 10, 20 or 30

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<tr>
<td>5.26.21</td>
<td>6.4.21</td>
<td>7.20.21</td>
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## OCT/NOV
**The Giving Issue**
- Potluck Thanksgiving
- Good Witch/Bad Witch Party
- Best Loved Brands

<table>
<thead>
<tr>
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<th>Materials</th>
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<tbody>
<tr>
<td>7.30.21</td>
<td>8.6.21</td>
<td>9.21.21</td>
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## DEC/JAN
**Holiday Classics**
- White Christmas
- One Pot- Presto!

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<td>10.1.21</td>
<td>11.16.21</td>
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*Editorial content subject to change*
2021 Digital Calendar

**JAN**
- Bread Baking Recipes and Education
- Air Fryer Tips and Recipes
- Countertop Appliance and Food Storage Guide

**FEB**
- Meat Substitutes Education and Recipes
- Instant Rice Food Test Results
- Super Bowl

**MAR**
- The Margarita Guide
- St. Patrick’s Day
- Canned/Jarred Pizza Sauce Food Test Results

**APR**
- Pasta Sauce!
- Easter
- Slow Cooker Product Test Results

**MAY**
- Indian Cuisine Recipes and Inspiration
- Chicken Recipes and Cooking Tips
- Memorial Day

**JUN**
- Father’s Day
- BBQ/Grilling
- Dutch Oven Product Test Results

**JUL**
- Eggs
- Multicooker Product Test Results
- Fruit Desserts

**AUG**
- Ice Cream Recipes and Inspiration
- Labor Day Prep and Inspiration
- Potluck Food

**SEP**
- Smart Kitchen
- Weeknight Dinners
- Pumpkin

**OCT**
- Fall Baking
- Halloween
- Gravy Recipes

**NOV**
- Thanksgiving Sides & Desserts
- Cyber Week Sales
- Shoppable Thanksgiving Cooking Solutions

**DEC**
- Christmas Cookies & Confections
- New Year’s Eve Entertaining
- Holiday Gift Guide
## Rate Card

**Rate Base:** 1,500,000

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<tr>
<td>Page</td>
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<td>⅔ Page</td>
<td>$48,510</td>
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<tr>
<td>½ Page</td>
<td>$37,710</td>
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<tr>
<td>¼ Page</td>
<td>$26,880</td>
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<table>
<thead>
<tr>
<th>Black &amp; White</th>
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<tr>
<td>Page</td>
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<tr>
<td>⅔ Page</td>
<td>$41,230</td>
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<tr>
<td>½ Page</td>
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<td>$22,850</td>
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<table>
<thead>
<tr>
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<td>Cover 2</td>
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<tr>
<td>Cover 3</td>
<td>$69,380</td>
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<tr>
<td>Cover 4</td>
<td>$78,430</td>
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</table>

Contact your account manager for details or

Lora Gier  EVP, Ad Sales & Marketing
T 312.540.4802
E Lora.Gier@TrustedMediaBrands.com
## Print Ad Specs

### Magazine

<table>
<thead>
<tr>
<th></th>
<th>Trim Size</th>
<th>Live Area</th>
<th>Bleed Size</th>
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<tbody>
<tr>
<td>Spread</td>
<td>15” x 10.5”</td>
<td>14.5” x 10”</td>
<td>15.25” x 10.75”</td>
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<tr>
<td>Full Page</td>
<td>7.5” x 10.5”</td>
<td>7” x 10”</td>
<td>7.75” x 10.75”</td>
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<tr>
<td>½ Horizontal</td>
<td>7.5” x 5.125”</td>
<td>7” x 4.625”</td>
<td>7.75” x 5.375”</td>
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<tr>
<td>½ Horiz Spread</td>
<td>15” x 5.125”</td>
<td>14.5” x 4.625”</td>
<td>15.25” x 5.375”</td>
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<tr>
<td>½ Horiz</td>
<td>7.5” x 3.5”</td>
<td>7” x 3”</td>
<td>7.75” x 3.75”</td>
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<tr>
<td>½ Vertical</td>
<td>2.5” x 10.5”</td>
<td>2” x 10”</td>
<td>2.75” x 10.75”</td>
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<tr>
<td>⅔ Vertical</td>
<td>4.75” x 10.5”</td>
<td>4.25” x 10”</td>
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<td>⅓ Horiz Spread</td>
<td>15” x 3.5”</td>
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<td>15.25” x 3.75”</td>
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### SIPS

<table>
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<th>Trim Size</th>
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<td>Bookazine – Spread</td>
<td>16.5” x 10.875”</td>
<td>16” x 10.375”</td>
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<td>Bookazine – Full Page</td>
<td>8.25” x 10.875”</td>
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<td>Bookazine – ½ Horiz</td>
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### Digital File Requirements

- The required file format is PDF/X-1a 2001 (vector) 300 dpi.
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- Trusted Media Brands, Inc. utilizes Virtual Proofing technology. A hard copy proof is no longer required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

### Ad Portal Information

https://www.adshuttle.com/trustedmediabrands

### For more information or production questions, please contact:

Chelsea Schlicht  
Production Manager  
T 414.423.0100  
E Chelsea.Schlicht@TrustedMediaBrands.com
# Taste of Home Magazine Audience

## Demographics

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<tr>
<th>Audience</th>
<th>(000)</th>
<th>Comp(%)</th>
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<tbody>
<tr>
<td>Total Adults</td>
<td>11,618</td>
<td>100</td>
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<tr>
<td>Women</td>
<td>9,474</td>
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<td>Married</td>
<td>2,144</td>
<td>18.5</td>
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<table>
<thead>
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<th>Age</th>
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<td>25-54</td>
<td>2,789</td>
<td>24</td>
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<tr>
<td>Median</td>
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<table>
<thead>
<tr>
<th>Education</th>
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<td>Attended College+</td>
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<td>63</td>
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<table>
<thead>
<tr>
<th>Occupation</th>
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<td>Employed</td>
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<td>52.4</td>
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<table>
<thead>
<tr>
<th>Household Income</th>
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<tr>
<td>HHI $75K+</td>
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<td>47.7</td>
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<tr>
<td>Median</td>
<td>$71,835</td>
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**SOURCE** MRI Spring 2020