

# Taste of Home

2022 MEDIA KIT

*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.

Digital • Magazines • Special Interest Publications  
Mobile • Video • Social • Books





# Taste of Home | Brand Map

## DIGITAL

### TasteofHome.com

The go-to source for tasty recipes—  
from every day to holidays

**Monthly Unique Visitors 25MM**



### Social Media

Engaged communities:

**Facebook 6.2MM+ fans**

**Pinterest 2.4MM followers**

**Instagram 1.4MM followers**



### Newsletters

17+ daily, weekly and monthly newsletters

**Monthly Circulation 6.6MM**



### Video

Branded and custom videos  
on TasteofHome.com



## PRINT

### Taste of Home

Published 6x per year

**Circulation 1.5MM**

**Audience 9.2MM**



### 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



## EDITORIAL TENTPOLES



### 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 2022, Taste of Home's Test Kitchen  
Preferred program will test a variety of products  
from countertop appliances to food, all rounding  
up to our 2022 Best Loved Brands in Oct/Nov



## TRUSTED STUDIOS

Content & strategy development  
offering native content solutions

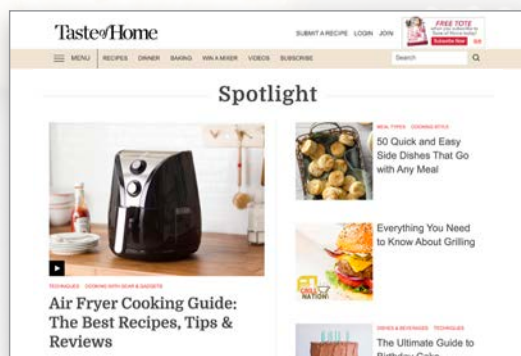
**Native  
Articles &  
Videos**

**Advertorial  
& Custom  
Units**

**Editorial  
Integration**

**SOURCE** comScore 12-  
month average ending June  
2021, MRI Spring 2021

# Taste of Home Digital Overview



## TasteofHome.com

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

**25mm** Monthly Unique Visitors

**A TOP 10**  
digital brand  
consistently  
ranking among  
the top media  
brands rankings  
for desktop and  
mobile reach

### DEMOS

**77%**  
Women

**49**  
Median Age

**120 index**  
Age 25-44

**\$91k**  
Median HHI

### SOCIAL

**f** **6.1mm**  
Facebook Fans

**p** **2.4mm**  
Pinterest Followers





# BAKEABLE

from Taste of Home

## 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...

84%

Always on  
the look out for  
a new recipe

60%

Bake once a  
week or more

72%

Bake for the  
joy of sharing  
with others

## 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
- **Shoppable Branded Ingredient:** Position your brand as the key ingredient within our most popular baking recipes, allowing users to purchase instantly
- **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 220,000 (and quickly growing) opt-in bakers





# Taste of Home

# 2022 Edit Calendar

## In Every Issue

Beauty • Entertaining • Health • Home Design • Kids & Family • Pets • Products & Trends



### FEB/MAR

- Semi-Homemade Recipes
- Air Fryer Recipes
- Multicookers

Close	Materials	On Sale
11.18.21	11.30.21	1.18.22



### APR/MAY

- Make-and-Freeze Pancakes
- Classic Easter Dinner
- Banana Bakes
- Test Kitchen's Favorite Kitchen Scales

Close	Materials	On Sale
1.20.22	1.27.22	3.15.22



### JUN/JUL

- 5 ingredient Dips
- Backyard BBQ
- How to Pickle Everything
- Get Grilling Contest

Close	Materials	On Sale
3.24.22	3.31.22	5.17.22



### AUG/SEPT

- Budget Meals
- Easy, Packable Lunches for Work or School
- Meal-Prep Party
- Fall Breads

Close	Materials	On Sale
5.25.22	6.3.22	7.19.22



### OCT/NOV

- Smart and Simple Kitchen
- Muffin Tin Cooking
- The Great American Holiday
- Copycat Recipe Contest

Close	Materials	On Sale
7.28.22	8.4.22	9.20.22



### DEC/JAN

- Quick Breakfasts
- Easy Christmas Appetizers
- Candy Cane Lane
- One-Pan Wonders Contest

Close	Materials	On Sale
9.22.22	9.29.22	11.15.22



**Taste of Home**

# Rate Card

Rate Base: 1,500,000

## 4-Color Gross Rate

Page	\$63,347
2/3 Page	\$50,930
1/2 Page	\$39,590
1/3 Page	\$28,220

## Black & White Gross Rate

Page	\$53,840
2/3 Page	\$43,290
1/2 Page	\$33,650
1/3 Page	\$23,990

## Covers Gross Rate

Cover 2	\$76,020
Cover 3	\$72,850
Cover 4	\$82,350

Contact your account manager for details or  
[advertising@trustedmediabrands.com](mailto:advertising@trustedmediabrands.com)





Taste of Home

# Closing & On Sale Dates

Issue	Ad Close	Materials Due	On Sale
Feb / Mar 22	11/18/21	11/30/21	01/18/22
Apr / May 22	01/20/22	01/27/22	03/15/22
June / July 22	03/24/22	03/31/22	05/17/22
Aug / Sept 22	05/25/22	06/03/22	07/19/22
Oct / Nov 22	07/28/22	08/04/22	09/20/22
Dec 22 / Jan 23	09/22/22	09/29/22	11/15/22



# Taste of Home

## Print Ad Specs

Magazine	Trim Size	Live Area	Bleed Size
Spread	15" x 10.5"	14.5" x 10"	15.25" x 10.75"
Full Page	7.5" x 10.5"	7" x 10"	7.75" x 10.75"
½ Horizontal	7.5" x 5.125"	7" x 4.625"	7.75" x 5.375"
½ Horiz Spread	15" x 5.125"	14.5" x 4.625"	15.25" x 5.375"
⅓ Horiz	7.5" x 3.5"	7" x 3"	7.75" x 3.75"
⅓ Vertical	2.5" x 10.5"	2" x 10"	2.75" x 10.75"
⅔ Vertical	4.75" x 10.5"	4.25" x 10"	5" x 10.75"
⅓ Horiz Spread	15" x 3.5"	14.5" x 3"	15.25" x 3.75"

SIPs	Trim Size	Live Area	Bleed Size
Bookazine – Spread	16.5" x 10.875"	16" x 10.375"	16.75" x 11.125"
Bookazine – Full Page	8.25" x 10.875"	7.75" x 10.375"	8.5" x 11.125"
Bookazine – ½ Horiz	8.25" x 5.3125"	7.75" x 4.8125"	8.5" x 5.5625"
Megazine – Full Page	9" x 10.875"	8.5" x 10.375"	9.25" x 11.125"

### 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>

\* Only use Adobe or a known, trusted brand of fonts.  
Do not use any web fonts.

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

**Chelsea Schlicht** *Production Manager* T 414.248-6384 E [Chelsea.Schlicht@trustedmediabrands.com](mailto:Chelsea.Schlicht@trustedmediabrands.com)





# Taste of Home Magazine Audience

## Demographics

Audience	(000)	Comp(%)
Total Adults	9,273	100
Women	7,434	80.2
Married	5,344	57.6

Age		
25-54	3,573	38.5
Median	57.3	

Education		
Attended College+	5,332	57.5

Occupation		
Employed	4,390	47.3

Household Income		
HHI \$75K+	4,441	47.6
Median	\$71,471	