

Taste of Home

2023 MEDIA KIT

Taste of Home celebrates home cooks by sharing our community's treasured family recipes, creative entertaining ideas and inspired cooking tips.

Digital • Print • Social • Books



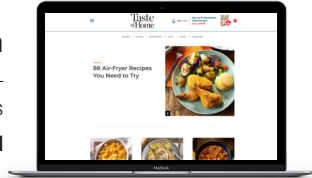
Taste of Home | Brand Map

DIGITAL

TasteofHome.com

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

Monthly Unique Visitors 25MM



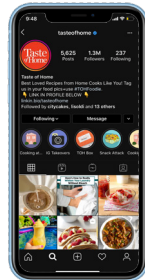
Social Media

Engaged communities:

Facebook 6.3MM+ fans

Pinterest 2.6MM followers

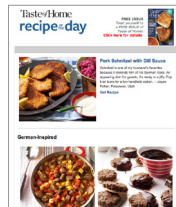
Instagram 1.9MM followers



Newsletters

17+ daily, weekly and monthly newsletters

Monthly Circulation 6.8MM



Editorial & Social Video

Branded and custom videos
on TasteofHome.com



PRINT

Taste of Home

Published 6x per year

Circulation 1.3MM

Audience 9.3MM



Tablet Edition

Available on iPad • Amazon Kindle
B&N Nook • Google Play • Zinio
Texture • Magzter



Special Interest Publications

25 titles annually at major retailers such
as Walmart, Target and Kroger



Cookbooks

30+ titles per year, leading
cookbook seller on QVC and
at Walmart and Sam's Club



EDITORIAL TENTPOLES



Bakeable

One-stop digital destination for the best
baking recipes, tips and ideas for the
holidays and everyday

Taste of Home Essentials

Feature going behind the scenes of the
Taste of Home Test Kitchen and directly into
our staff member's homes where they share
personal essentials when it comes to cooking,
entertaining and staying organized.



Content & strategy development

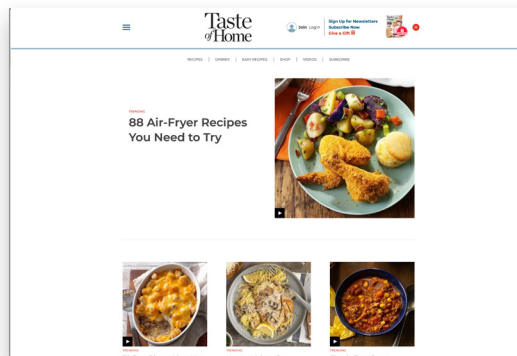
Native Articles & Videos

Advertorial & Custom Units

Editorial Integration

SOURCE MRI study to MRI-Simmons Fall 2022 Print/Digital Editions:
comScore 3-month average ending Dec 2022, Social Count as of March 2023

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

73%
Women

55
Median Age

145 index
Moms 25-44

\$106k
Median HHI

SOCIAL

f **6.3mm**
Facebook Fans

p **2.6mm**
Pinterest Followers

i **1.9mm**
Instagram Followers

SOURCE comScore 3-month average ending Dec 2022, Social Count as of March 2023



Taste of Home Magazine Audience

Demographics

Audience	(000)	Comp(%)
Total Adults	9,264	100
Women	7,199	77.7
Married	5,252	56.7

Age		
25-54	3,719	40.1
Median	56.7	

Education		
Attended College+	5,574	60.2

Occupation		
Employed	4,637	50.1

Household Income		
HHI \$75K+	4,435	47.9
Median	\$71,906	



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%
bakes weekly

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 with 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 68,000+ (and quickly growing) opt-ins bakers



SOURCE: How You Bake, a Taste of Home Study

Taste of Home

2023 Edit Calendar

In Every Issue

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



FEB/MAR

Share the Love

- TOH 30th Anniversary Celebration Kick-Off
- Pancake Breakfast
- Fish Fry
- Global Dumplings

Close	Materials	On Sale
11.29.22	12.06.22	01.17.23



APR/MAY

Spring Fresh

- Spring Greens
- Air-Fryer Copycats
- Super Sandwiches

Close	Materials	On Sale
01.27.23	02.03.23	03.21.23



JUN/JUL

Keep It Cool

- Summer Slow-Cooker
- Classic Recipes, but Made on the Grill
- Summertime Sheet Cakes
- Amusement Park Copycats

Close	Materials	On Sale
03.31.23	04.07.23	05.23.23



AUG/SEPT

The Timesaver Issue

- Everything Made Easy
- Favorite Products for Food Storage
- Pizza Party
- Empanadas

Close	Materials	On Sale
05.24.23	06.02.23	07.18.23



OCT/NOV

The Giving Issue

- Pantry Essentials
- Barkcutterie for Your Dog
- Countertop Convenience

Close	Materials	On Sale
07.28.23	08.04.23	09.19.23



DEC/JAN

Holidays Classics

- Christmas Cookies & Cakes
- Hazelnuts
- Holiday Biscotti

Close	Materials	On Sale
10.06.23	10.13.23	11.28.23



Taste of Home

Rate Card

Rate Base: 1,300,000

4-Color	Gross Rate
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Page	\$57,867
$\frac{2}{3}$ Page	\$46,530
$\frac{1}{2}$ Page	\$36,170
$\frac{1}{3}$ Page	\$25,780

Black & White	Gross Rate
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Page	\$49,190
$\frac{2}{3}$ Page	\$39,550
$\frac{1}{2}$ Page	\$30,740
$\frac{1}{3}$ Page	\$21,910

Covers	Gross Rate
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Cover 2	\$69,440
Cover 3	\$66,550
Cover 4	\$75,230

Contact your account manager for details or
advertising@trustedmediabrands.com





Taste of Home

2023 Closing & On Sale Dates

Issue	Ad Close	Materials Due	On Sale
FEB / MAR	11/29/22	12/06/22	01/17/23
APR / MAY	01/27/23	02/03/23	03/21/23
JUNE / JULY	03/31/23	04/07/23	05/23/23
AUG / SEPT	05/24/23	06/02/23	07/18/23
OCT / NOV	07/28/23	08/04/23	09/19/23
DEC / JAN	10/06/23	10/13/23	11/28/23

Editorial content subject to change



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"

Recommended that ads bleeding off the face/foot/head not have any borders in their design.

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:
Bonnie Myers *Production Manager* **T** (914) 473-1006 **E** bonnie.myers@trustedmediabrands.com