

# 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

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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

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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

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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](mailto: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

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# 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"

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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"

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

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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>

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

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