



Taste of Home

2025 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 15MM



Social Media

Engaged communities:

Facebook 6.4MM fans

Pinterest 2.7MM followers

Instagram 2MM followers



Newsletters

17+ daily, weekly and monthly newsletters

Monthly Circulation 5.6MM



Editorial & Social Video

Branded and custom videos
on TasteofHome.com



PRINT

Taste of Home

Published 4x per year

Circulation 950,000

Audience 9.7MM



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

Home For The Holidays

A cross-channel content program featuring
seasonal recipes and inspired hosting
inspiration aligned to key holidays throughout
the year including Easter, July 4th and
Christmas November and December.



Content & Strategy Development

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

Taste of Home

Digital Overview



TasteofHome.com

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

15MM Monthly Unique Visitors (Social & Digital)

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

DEMOS

74%
Women

57
Median Age

145 Index
Women 25-44

\$101.5K
Median HHI

SOCIAL

f **6.4MM**
Facebook Fans

p **2.7MM**
Pinterest Followers

o **2MM**
Instagram Followers

SOURCE: comScore 12-month average ending June 2024; Social Count as of June 2024



Taste of Home Magazine Audience

Demographics

Audience	(000)	Comp(%)
Total Adults	9,731	100
Women	7,562	77.7
Married	5,039	51.8

Age		
25-54	4,258	43.8
Median	54.3	

Millennial Audience

2.7MM | 17% YOY Increase

Education

Attended College+ | 5,245 | 53.9

Occupation

Employed | 4,898 | 50.3

Household Income

HHI \$75K+	4,413	45.3
Median	\$67,642	



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

Taste of Home

2025 Edit Calendar

In Every Issue

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



SPRING 2025

- **Bakeable:** Lemon Olive Oil Cake
- Muffin Cup Meals
- Seasonal Snacks: Springtime calls for lighter appetizers and beverages
- Quiche: A breakfast and brunch cornerstone
- Mediterranean Made Easy
- How to Make: Hearty Ragu Bolognese
- Weeknight Dinner Wonders Contest Winners



SUMMER 2025

- **Bakeable:** Easy Four-Layer Chocolate Dessert
- Sheet-Pan Success
- Summertime Sippers
- Backyard Beer Tasting
- Summer Pies
- Meatless Mondays
- Make & Take Contest Winners



FALL 2025

- **Bakeable:** Millionaire Shortbread
- Pizza Party Board
- 5-Ingredient Suppers
- Thanksgiving Dinner
- Thanksgiving Sides, Desserts & Leftovers
- Apple Tart Tatin
- Halloween Contest Winners



WINTER 2025

- **Bakeable:** Classic Creme Brulee
- 30-Minute Soups
- Make-Ahead Breakfast
- Christmas Dinner
- Holiday Breads
- Christmas Cookies
- Quick & Easy Entertaining Contest Winners



Taste of Home

Rate Card

Rate Base: 950,000

4-Color Gross Rate

Page	\$44,398
$\frac{2}{3}$ Page	\$35,700
$\frac{1}{2}$ Page	\$27,750
$\frac{1}{3}$ Page	\$19,780

Black & White Gross Rate

Page	\$37,740
$\frac{2}{3}$ Page	\$30,350
$\frac{1}{2}$ Page	\$23,590
$\frac{1}{3}$ Page	\$16,810

Covers Gross Rate

Cover 2	\$53,280
Cover 3	\$51,060
Cover 4	\$57,720

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





Taste of Home

2025 Closing & On Sale Dates

Issue	Ad Close	Materials Due	On Sale
SPRING	01/22/25	01/29/25	03/25/25
SUMMER	04/23/25	04/30/25	06/24/25
FALL	07/30/25	08/06/25	09/30/25
WINTER	09/26/25	10/03/25	11/25/25

Editorial content subject to change



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" x 10.875"	15" x 10.375"	16.5" x 11.125"
Bookazine – Full Page	8" x 10.875"	7.5" x 10.375"	8.25" x 11.125"
Bookazine – ½ Horiz	8" x 5.3125"	7.5" x 4.8125"	8.25" 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

Magazine:

<https://www.adshuttle.com/trustedmediabrands>

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

SIPs:

<https://a360media.sendmyad.com/>

For more information or production questions, please contact:

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