



Taste *of* Home

2026 MEDIA KIT

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

Digital • Print • Social • Books

Taste of Home | Brand Map

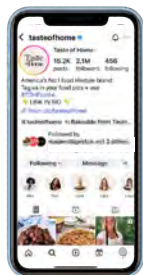
DIGITAL



TasteofHome.com

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

Monthly Unique Visitors 26MM



Social Media

Engaged communities:

Facebook 7MM+ fans

Pinterest 2.7MM followers

Instagram 2.1MM followers

TikTok 103.6K followers

YouTube 50.1K followers



Newsletters

17+ daily, weekly & monthly newsletters

Monthly Circulation 5.6MM



Streaming

A 2-hour *Taste of Home on At Home with Family Handyman* programming block on our At Home with Family Handyman streaming channel.

PRINT

Taste of Home

Published **4x** per year

Circulation 950K

Audience 8.7MM



Tablet Edition

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



Special Interest Publications

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



Cookbooks

30+ titles per year; leading cookbook seller on Amazon, and at Barnes & Noble, Sam's Club and Costco



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

SOURCE: comScore May 2025; Social Count as of Aug 2025; Newsletter count as of Sept 2025

Taste of Home

Digital Overview



TasteofHome.com

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

26MM Monthly Unique Visitors (Social & Digital)

DEMOS

75%
Women

50
Median Age
153 Index
Millennial
Moms

\$91K
Median HHI

SOCIAL

f **7MM**
Facebook Fans

p **2.7MM**
Pinterest Followers

@ **2.1MM**
Instagram Followers

SOURCE: MRI-Simmons Spring 2025; comScore May 2025; Social Count as of Aug 2025



Taste of Home Magazine Audience

Demographics

Audience	(000)	Comp(%)
Total Adults	8,700	100
Women	6,480	74.3
Married	4,646	53.3

Age		
25-54	3,574	56.7
Median	54.4	

Gen Z/Millennial Audience	3,912MM	40.0
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+22% YOY GenZ Readership

Education		
Attended College+	4,944	56.7

Occupation		
Employed	4,508	51.7

Household Income		
HHI \$75K+	4,395	50.4
Median	\$75,754	

SOURCE: MRI-Simmons Spring 2025 Print/Digital Editions



BAKEABLE

from Taste of Home

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 300K+ opt-ins bakers

Taste of Home

2026 Edit Calendar

In Every Issue

Entertaining • Health • Kids & Family • Pets • Products & Trends



SPRING 2026

- Waffle Board
- 15-Minute Prep Entrées
- Crêpes!
- Make it with Matzo
- Ham 3 Ways
- Bake Shop Favorites
- Million Dollar Recipes
- Southern-Style Starters & Sips
- Spring Cleaning Hacks
- Slow-Cooker Pasta Fagioli Soup
- Let's Do Lunch



FALL 2026

- Sandwich Board
- Meal Planning 101
- Bring on Breakfast!
- Harvest Fair: Seasonal Recipes
- Thanksgiving Dinner
- Fall Baking
- Just Wing It! A Football Favorite
- Modern Slow Cooker



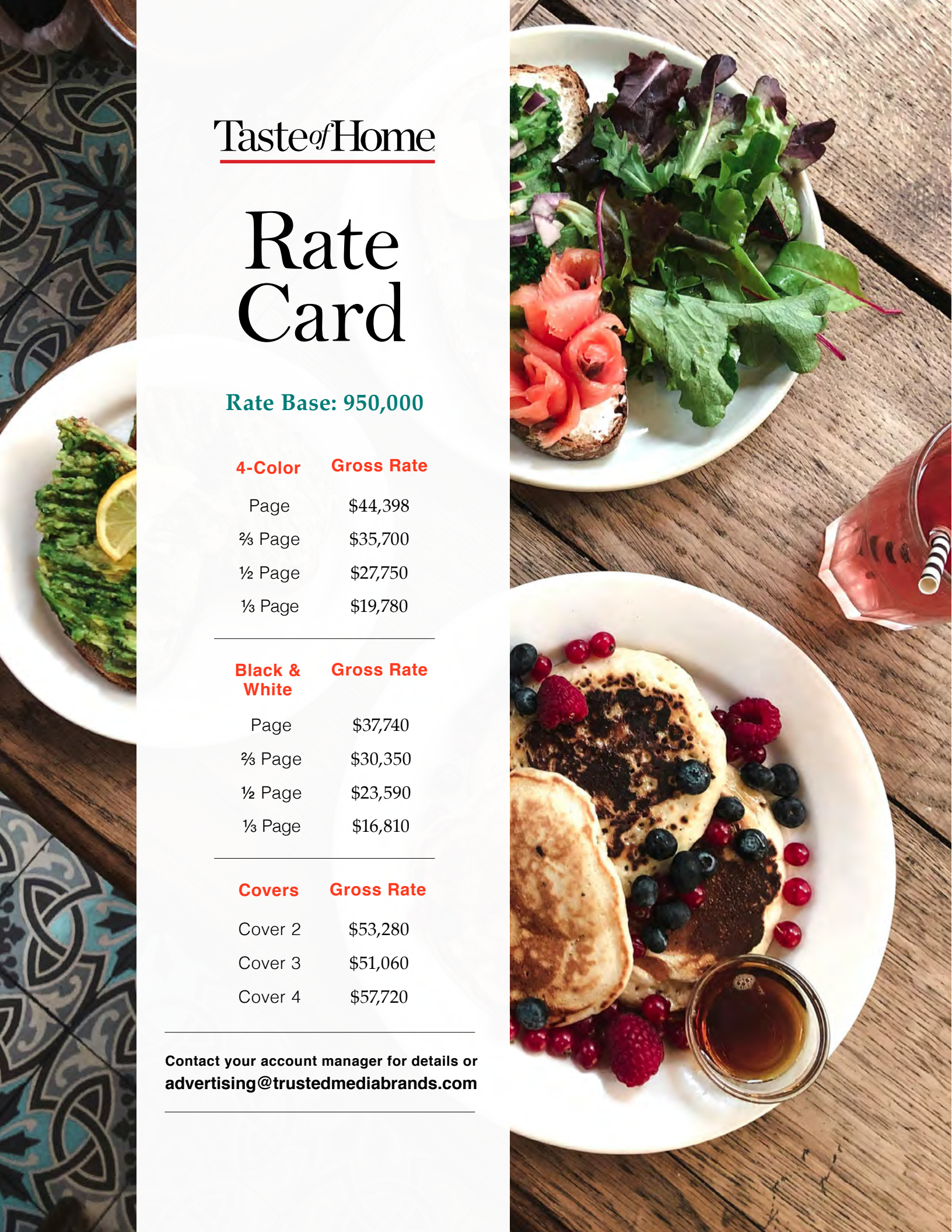
SUMMER 2026

- Slumber Party Board
- One-Pan Wonders
- Tex-Mex BBQ
- Summer Pies
- What Can I Bring?
- Grilling Greats
- Frozen S'Mores
- Light & Bright: Fresh and Flavorful Recipes



WINTER 2026

- Holiday Gift Guide
- Pet Gift Guide
- 5-ingredient Dinners
- Rise & Shine Breakfast
- Memorable Holiday Dinner!
- Merry Make & Take Dishes
- Cheers for Cheesecake!
- Family Secret Recipes
- Christmas Cookies & Candies



Taste of Home

Rate Card

Rate Base: 950,000

4-Color	Gross Rate
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Page	\$44,398
$\frac{2}{3}$ Page	\$35,700
$\frac{1}{2}$ Page	\$27,750
$\frac{1}{3}$ Page	\$19,780

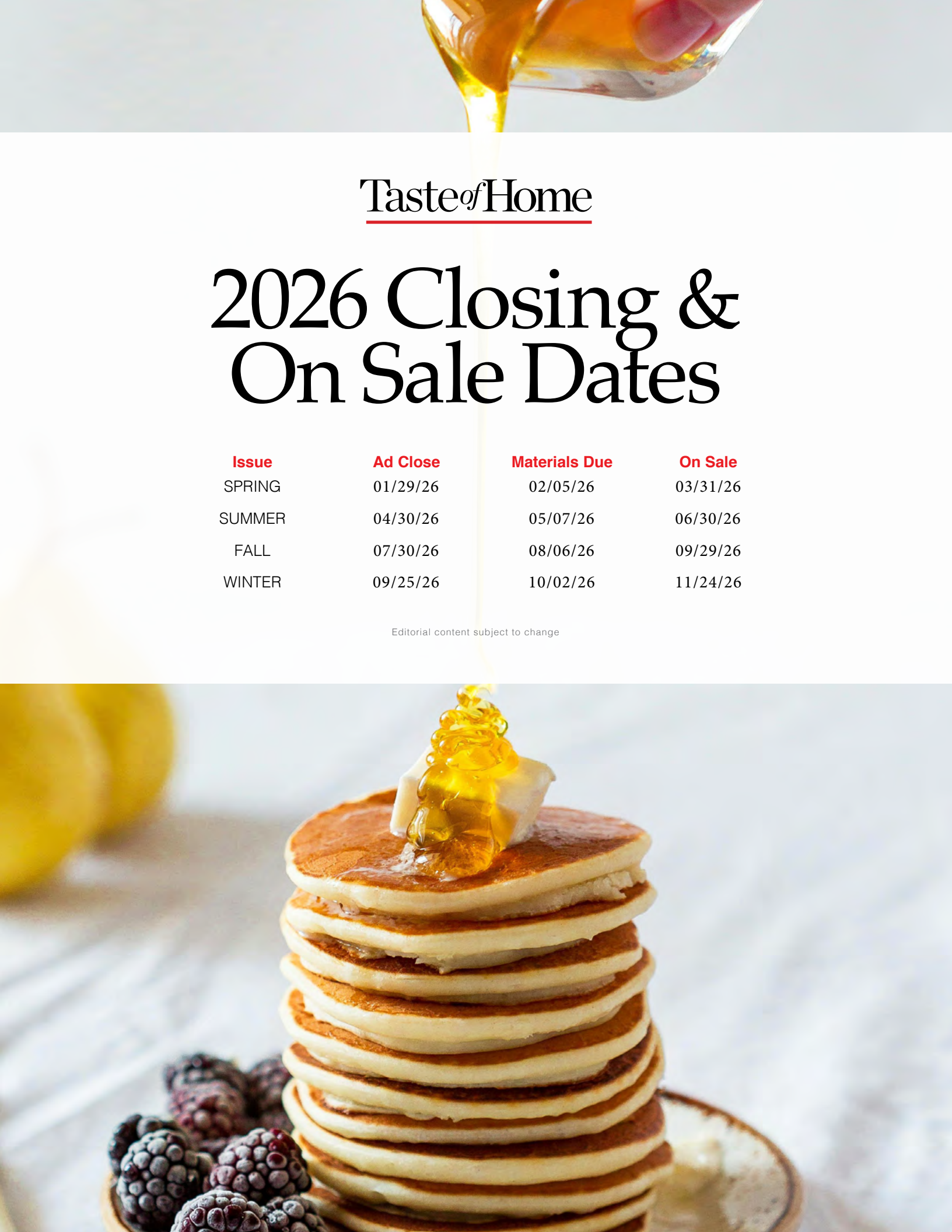
Black & White	Gross Rate
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Page	\$37,740
$\frac{2}{3}$ Page	\$30,350
$\frac{1}{2}$ Page	\$23,590
$\frac{1}{3}$ Page	\$16,810

Covers	Gross Rate
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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

2026 Closing & On Sale Dates

Issue	Ad Close	Materials Due	On Sale
SPRING	01/29/26	02/05/26	03/31/26
SUMMER	04/30/26	05/07/26	06/30/26
FALL	07/30/26	08/06/26	09/29/26
WINTER	09/25/26	10/02/26	11/24/26

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:

Joanna Mikolajczuk *Production Manager* T (646) 496-6198 E JMIKOLAJCZU@quad.com