

# Taste of Home

## 2024 MEDIA KIT

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*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 20MM**



### Social Media

Engaged communities:

**Facebook 6.3MM+ fans**

**Pinterest 2.6MM followers**

**Instagram 2MM 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 1.2MM**

**Audience 9MM**



### Tablet Edition

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



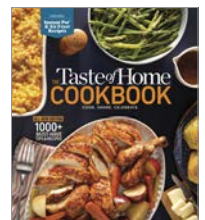
### Special Interest Publications

24 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.



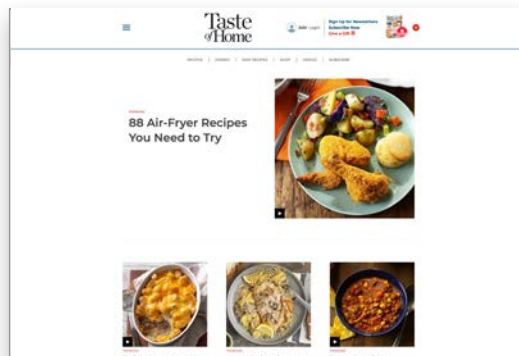
## Content & strategy development

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.

**20mm** Monthly Unique Visitors

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

### DEMOS

**79%**  
Women

**57**  
Median Age

145 index  
Moms 25-44

**\$70k**  
Median HHI

### SOCIAL

**f** **6.3mm**  
Facebook Fans

**p** **2.6mm**  
Pinterest Followers

**@** **2mm**  
Instagram Followers



# Taste of Home Magazine Audience

## Demographics

<b>Audience</b>	<b>(000)</b>	<b>Comp(%)</b>
Total Adults	8,995	100
Women	7,066	78.6
Married	5,094	56.6

<b>Age</b>		
25-54	3,501	38.9
Median	56.6	

<b>Education</b>		
Attended College+	5,574	60.2

<b>Occupation</b>		
Employed	4,637	50.1

<b>Household Income</b>		
HHI \$75K+	4,435	47.9
Median	\$71,906	





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

SOURCE: MRI-Simmons Spring 2023 Print/Digital Editions



# 2024 Edit Calendar

In Every Issue

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



**FEB/MAR**

**From the Heart**

- Treats for Your Sweetie
- Sliders for the Big Game
- Soup-er Bowls
- 5-Ingredient Recipes for Busy Weeknights
- Easter Dinner
- Healthy Your Way Contest Winners

Close	Materials	On Sale
11.29.23	12.04.23	01.30.24



**APR/MAY**

**Celebrate Spring**

- Speedy Stovetop Suppers
- Cinco de Mayo Potluck
- Spring Appetizers
- Tasty Tarts
- Weekend Brunch
- 5-Ingredient Contest Winners

Close	Materials	On Sale
01.26.24	01.31.24	03.26.24



**JUN/JUL**

**Summer Lovin'**

- 30-Minute Mains
- Summer Potluck
- Southern Comfort Supper
- Backyard Bash
- Cheers for Cherries!
- Cooking with Fire Contest Winners

Close	Materials	On Sale
03.29.24	04.02.24	05.28.24



**AUG/SEPT**

**Fall into Flavor**

- Weeknight Slow Cooker
- Garden Victory
- Buddha Bowls
- Comfort Food Makeovers
- Better with Bacon
- Oodles of Noodles Contest Winners

Close	Materials	On Sale
05.27.24	06.03.24	07.30.24



**OCT/NOV**

**Give Thanks**

- Semi-Homemade
- Baked Goods for Sharing
- Shortcut Thanksgiving
- Thanksgiving Leftovers
- Spooky Halloween Carnival
- Make-Ahead Magic Contest Winners

Close	Materials	On Sale
07.26.24	07.30.24	09.24.24



**DEC/JAN**

**Happy Holidays!**

- 5-Ingredient Entertaining
- Bring a Dish Potluck
- Grandma's Favorite Christmas
- Eggnog All the Way
- New Year's Day Brunch
- Holiday Cocktail Party

Close	Materials	On Sale
09.30.24	10.02.24	11.26.24



Taste of Home

# Rate Card

Rate Base: 1,200,000

**4-Color**      **Gross Rate**

Page	\$56,082
$\frac{2}{3}$ Page	\$45,090
$\frac{1}{2}$ Page	\$35,050
$\frac{1}{3}$ Page	\$24,980

**Black & White**      **Gross Rate**

Page	\$47,670
$\frac{2}{3}$ Page	\$38,330
$\frac{1}{2}$ Page	\$29,790
$\frac{1}{3}$ Page	\$21,230

**Covers**      **Gross Rate**

Cover 2	\$67,300
Cover 3	\$64,490
Cover 4	\$72,910

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







Taste of Home

# 2024 Closing & On Sale Dates

<b>Issue</b>	<b>Ad Close</b>	<b>Materials Due</b>	<b>On Sale</b>
FEB / MAR	11/29/23	12/04/23	01/30/24
APR / MAY	01/26/24	01/31/24	03/26/24
JUNE / JULY	03/29/24	04/02/24	05/28/24
AUG / SEPT	05/27/24	06/03/24	07/30/24
OCT / NOV	07/26/24	07/30/24	09/24/24
DEC / JAN	09/30/24	10/02/24	11/26/24

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