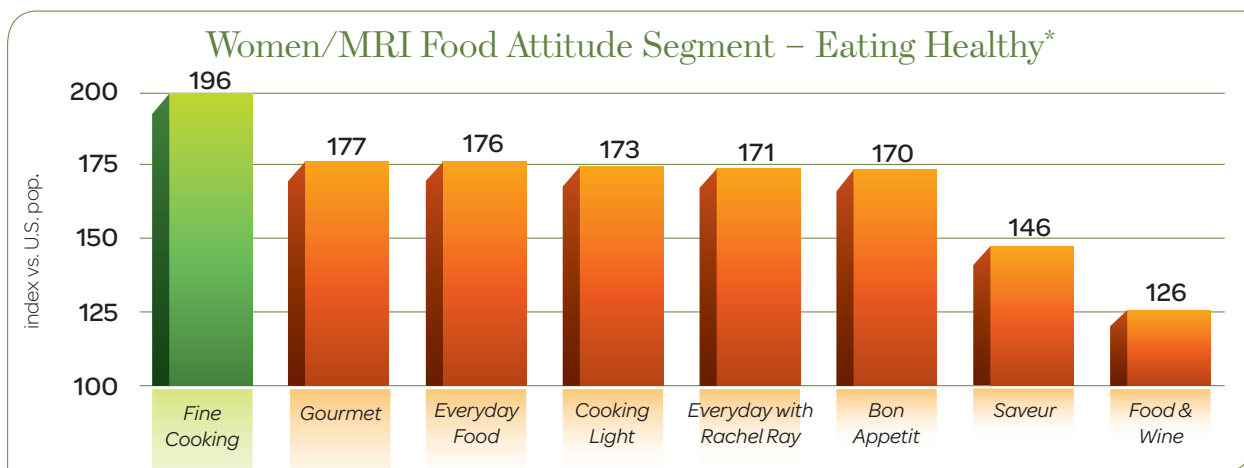


Healthful & Tasty...Ellie Krieger

2008 Spring MRI

Fine Cooking readers are defined by their desire to cook great-tasting healthful food and to share their passion with others.



* MRI Food Attitude Segment (Agree Completely) – “Heedful of Wellness” definition: Try to eat healthy and pay attention to nutrition. Rarely eat frozen dinners. Try to eat a healthy breakfast every day. Do not allow “junk food” in the house. Pay attention to intake of fat. Dinners at home are usually planned ahead. Prefer cooking with fresh food rather than with canned/frozen products.

Fine Cooking feeds our readers’ desire to eat healthy and well with features like “The Good Life,” written by healthy living guru Ellie Krieger. She helps passionate cooks think like nutritionists and cook great food without sacrificing taste. Ellie’s lighter, fresher versions of popular dishes are so delicious that it’s easy to follow her sage advice:

BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
I try to eat healthy and pay attention to my nutrition	38.2%	200	1
I rarely eat frozen dinners	34.9%	192	1
During a given week I cook meals frequently	37.6%	194	1
I enjoy trying different types of foods	33.0%	214	2
I prefer cooking with fresh food, rather than canned or frozen	39.1%	236	1
I regularly eat organic foods	10.1%	234	1

Source: 2008 Spring MRI

* Ranked based on *Fine Cooking* vs. *Bon Appetit*, *Food & Wine*, *Gourmet*, *Saveur* (prototype), *Everyday Food*, *Everyday with Rachel Ray*, and *Cooking Light*