

Reader Profile

Fine Cooking: What We Bring to Your Table

No other food magazine offers advertisers these advantages:

- **#1 editorial showcase for your products**
- **#1 audience of passionate, engaged, and affluent cooks**
- **long-term rewards of interacting with influential buyers**



Fine Cooking: #1 Among the Top 7 Food Magazines

Of the 7 leading food magazines, *Fine Cooking* is unrivaled in its leadership position (Index vs. Total U.S. adults) – offering advertisers the advantages of these important metrics:

- **#1 – Cook for Fun**
- **#1 – Bake Once a Month or more**
- **#1 – Median Household Income (\$90,178)**
- **#1 – Household Income \$100,000 (and \$75,000 category as well)**
- **#1 – Home Value \$500,000+**
- **#1 – Women/Entertain Friends at Home 2+ times per month**
- **#1 – Women/Remodeled Kitchen in past 12 months**



#1 Engaged Audience with Top Demographics

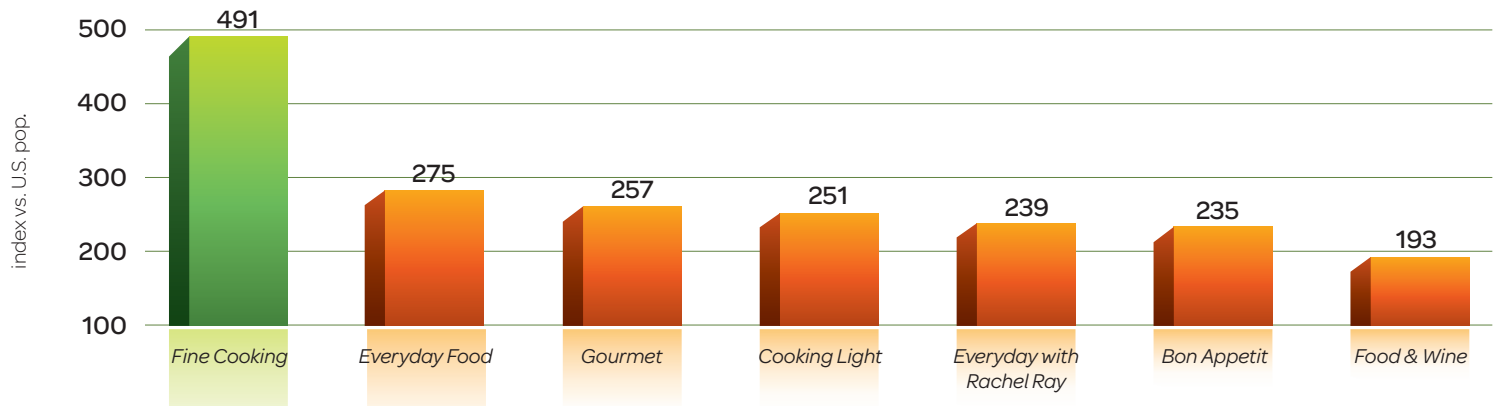
Fine Cooking delivers an outstanding audience of affluent, educated homeowners, whose **median age is 48.7 years**. They rank among the top performers in the Food Category across a broad spectrum of characteristics that are important to advertisers.

FINE COOKING DEMOGRAPHICS	% COMP.	INDEX	RANK
Household Income			
• Median Household Income	\$90,178	159	1
• HHI \$50,000 +	73.7%	133	1
• HHI \$75,000 +	57.7%	161	1
• HHI \$100,000 +	45.0%	198	1
• HHI \$150,000 +	19.5%	210	1
Education Level			
• Any College +	78.4%	147	1
• Graduated College +	47.4%	184	1
Home Ownership			
• Own Home	81.5%	117	1
• Median Value of Home	\$352,294	161	2
• Value of Home \$500,000+	25.3%	276	1
• Value of Home \$750,000+	11.9%	357	1

Topping the Charts in "Cooking for Fun"!

Fine Cooking readers Cook for Fun MORE FREQUENTLY than any other food magazine readers...
49% of all *Fine Cooking* readers Cook for Fun Once a Month or more...**nearly 5 times the national average!**

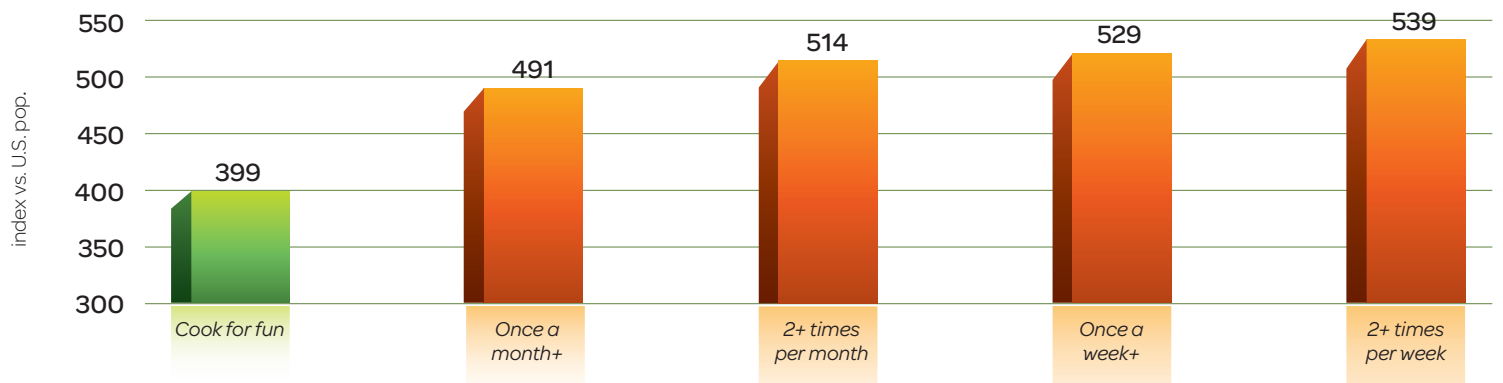
WOMEN/COOK FOR FUN ONCE A MONTH +



"Cooks for Fun" at Five Times the National Average!

The more often they're Cooking for Fun, the better the performance of *Fine Cooking* readers when compared to the norm. **It's well above 5 times the national average** for Cooking for Fun Twice a Week or more!

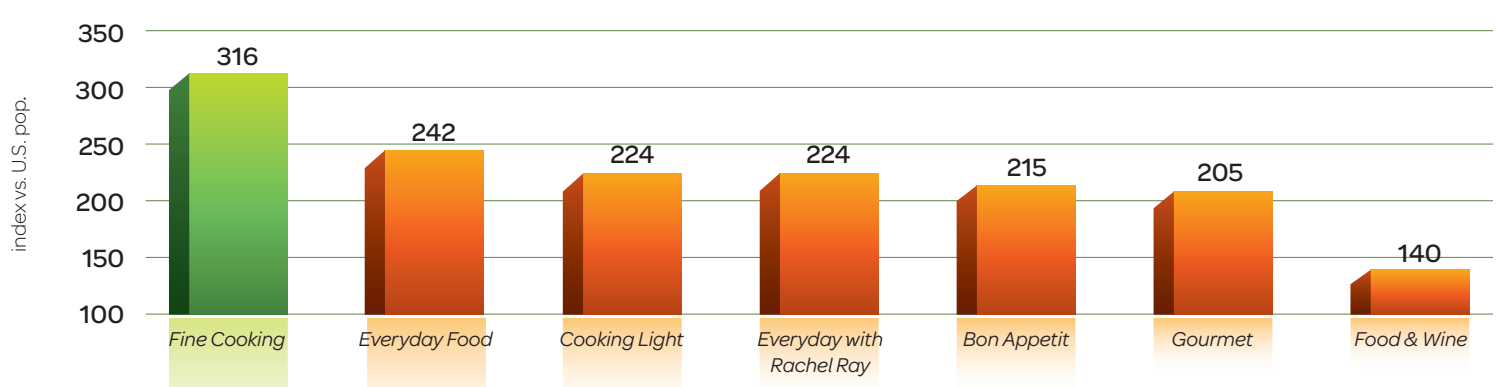
FINE COOKING READERS – INDEX WOMEN/FREQUENCY OF COOKING FOR FUN



Bakes Three Times More Often Than the Average!

Fine Cooking readers enjoy Baking Frequently as well!...again, more than any other food magazine readers...
41% of all *Fine Cooking* readers Bake Once a Month or more...**over 3 times the national average!**

WOMEN/BAKE ONCE A MONTH +



FOR MORE INFORMATION, CONTACT US AT 203-304-3250
finecookingmediakit.com

#1 Audience of Informed, Avid Buyers

Fine Cooking readers are the leaders in important psychographic/lifestyle attributes, offering advertisers the opportunity to connect with the ultimate in food enthusiasts and avid purchasers of cooking products.



PSYCHOGRAPHIC / LIFESTYLE ATTRIBUTES (WOMEN WHO STATED...)	INDEX	RANK
MRI Buying Styles Attributes (% Agree Most)		
• People often come to me for advice before making a purchase	256	1
• I always check the nutritional content of food products before buying	227	1
• I'd pay more for a product that's environmentally safe	215	1
• I often seek the advice of others before making a purchase	194	1
• I prefer products that offer the latest in new technology	192	1
• I'd pay more for a product consistent with image I want to convey	187	1
• It's important salespeople be knowledgeable about products they sell	185	1
• My grocery store offers discounts on products each week	183	1
• I'll pay more for a product from a company I trust	182	1
• I like to shop around before making a purchase	175	1
• I buy brands that reflect my style	169	1
• I buy based on quality, not on price	160	3

The Most Passionate Cooking Audience Anywhere

Food "defines" the *Fine Cooking* reader – not just in terms of what they buy or what they do – but also with their passionate mindset and incredible enthusiasm. *Fine Cooking* readers are genuine leaders for many food attitudinal attributes, making them an ideal audience for advertisers.



PSYCHOGRAPHIC / FOOD ATTITUDES (WOMEN WHO STATED...)	INDEX	RANK
MRI Food Attitudes (% Agree Most)		
• Others ask my advice when it comes to food	320	1
• I prefer cooking with fresh food rather than canned or frozen	235	1
• I regularly eat organic foods	234	1
• I enjoying eating different types of food	214	2
• I eat healthy and pay attention to my nutrition	200	1
• During a given week I cook meals regularly	194	1
• I rarely eat frozen dinners	192	1
• Dinners in my home are usually planned ahead of time	181	3
• When I find food products I like, I recommend them to others	176	3
• I try to eat a healthy breakfast every day	175	3

Source: 2008 Spring MRI