



The Newsletter for Magazine Sellers, Buvers & Circulators

From

Jack Hanrahan

None

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Fine Cooking Named Circle of Success Award Winner

How ironic to have both Everyday Food and Fine Cooking make of list of Circle of Success honorees. While the two magazines have very different editorial missions within the Epicurean category, they share noteworthy performance in circulation.

Fine Cooking is published by Taunton Publishing of Newtown, CT and its circulation stats would be coveted by all those big city publishers. It's had a perfect record of meeting rate base every issue for the past three years. The bonuses provided have been huge...in fact, the past three Publisher's Statements have shown over delivery of 13-19% versus a 225M guarantee.

Single copy sales are quite impressive. Last year, they averaged 116M, up 14% versus 2004. The book's cover price at \$7.30 is the highest of all our honorees...and that's even up compared to 2004.

All subs come direct to Taunton and the publisher nets more per sub than any other honoree.

Fine Cooking was an easy pick for our Circle of Success.

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Servingup Spring!	ATTHE CROSS ON YOU.
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Dinner in 30 minutes	
Brisket done right plus delicious leftowers HOW TO CRACK	
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Contact: Patrick O'Donnell

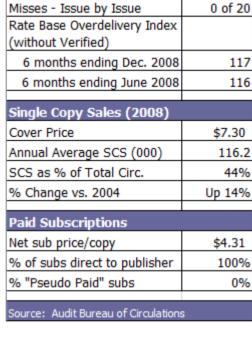
Fine Cooking

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Rate Base Performance

Misses - 6 month average



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