

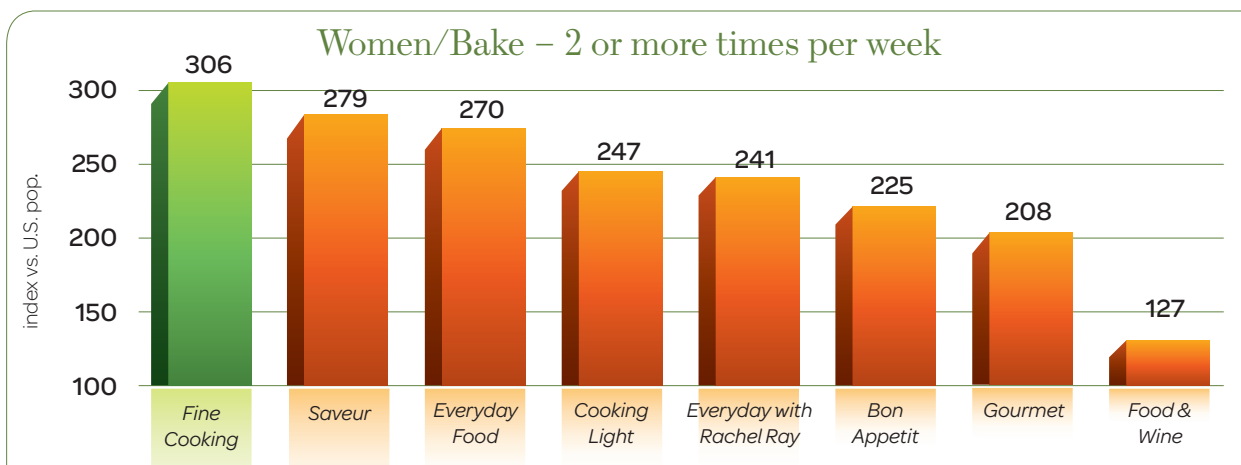


Holiday Baking

2008 Spring MRI

Baking is an essential holiday activity
for *Fine Cooking* readers.

When it comes to baking, *Fine Cooking* readers outdistance all other magazine readerships. For them, baking is an essential holiday activity and they focus extra attention on making special baked goods for gifts, parties, and family enjoyment.



Fine Cooking readers are leaders in both of the categories that best define holiday baking enjoyment...Baking frequently AND Entertaining at Home frequently as well.

BASE: ADULTS. WOMEN WHO...	%COMP	INDEX	RANK*
Baked in past year	46.0%	264	1
Baked – Once a Month+	41.0%	316	1
Baked – 2+ times a Month	32.6%	316	2
Baked – Once a Week+	19.1%	309	2
Baked – 2+ times a Week	10.7%	306	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*

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BASE: ADULTS. TARGET: WOMEN WHO...	%COMP	INDEX	RANK*
Used Flour last 30 days	63.5%	168	1
Medium/Heavy User of Flour (3+ lbs.)	19.0%	155	3
Heavy User of Flour (6+ lbs.)	7.9%	215	1
Used Shortening for Baking	23.6%	165	3
Used Margarine for Baking	23.8%	138	3
Used Butter in the last 30 days	52.1%	209	1
Used Salad Oil for Baking	38.4%	196	1
Used Dried Fruit for Baking	21.3%	289	1
Used Bar Baking Chocolate past 6 months	22.4%	251	2
Medium/Heavy Bar Baking Chocolate User (2+ boxes)	6.4%	283	1
Used Baking Chips last 30 days	27.1%	214	1
Used Cocoa Powder last 6 months	30.3%	218	1
Used Baking Powder & Soda in past 30 days	42.0%	199	1
Bought Nuts in past 30 days	48.4%	190	2
Medium/Heavy Buyer of Nuts (2+ containers)	31.3%	195	3
Entertained Friends at Home in past year	53.1%	232	2
Entertained Friends at Home Once a Month +	41.5%	290	2
Entertained Friends at Home 2+ times a Month	30.6%	315	2
Entertained Friends at Home Once a Week +	14.5%	299	2

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*