

2008 Spring MRI Prototype

Basic Information

Circulation: **225,000**; ABC Audited (2009 Rate Base = 250,000)

Publishing Frequency: **6 times/year**

Where Available

2008 Spring MRI; 2007 Fall, Spring and Doublebase MRI

Editorial Overview

The Taunton Press, a leader in home-enthusiast publishing, is the parent of **Fine Cooking** and four other publications dedicated to "Inspiration For Hands-On Living."

Fine Cooking's mission is to be a trusted friend in the kitchen that helps its readers become more confident, successful cooks who gain satisfaction and pleasure from both the process and the end result of cooking. **Fine Cooking** provides them with appealing and reliable recipes, tips, and techniques – in a dynamic and beautiful package – for dishes that family and friends love to eat.

Fine Cooking attracts readers who are sociable and active, who value good cooking at home and are curious about many elements of cooking, from tools and ingredients to recipes and techniques.

Circulation Profile

As of the December 2007 ABC statement, **Fine Cooking's** ratebase is 225,000. Subscriptions account for 56.1% of total circulation with newsstand sales representing 43.9%

The single copy price: 5 issues at \$6.95, 1 issue at \$7.99

Basic subscription rate: \$29.95.

Subscriber Study

Subscriber Study conducted in Fall 2006 by MRI Custom Division. 45.1% response rate.

Survey highlights:

83.7% Female; Median age **54.9 years**; **77.6%** Married; Median HHI=**\$134,100**; **75.6%** Graduated College+; **38.8%** Post-graduate Degree; **66.0%** rate their level of interest in cooking as "Enthusiastic. Really love to cook," while more than two out of five (**43.3%**) consider their level of cooking skills "advanced."

Development Process

Reviewed latest reader survey data, editorial, circulation and prior prototype on the MRI Fall 2007 database.

DJG analyzed an extensive list of MRI measured magazines with the most appropriate demographic match to the subscriber study.

Selected host magazines *Bon Appetit* (60%) and *Traditional Home* (40%) with additional weighting applied to cook for fun one + times a month (60%) and HHI \$100,000+ (45%).

Recommended a Reader-per-Copy (RPC) of **4.75** with a projected total audience of **1,068,750**

Projected Reader Profile

Female: **79% (Index 152)**

Age 25-54: **60% (Index 106)**

Median Age: **48.7 yrs.**

Graduated College+: **47% (Index 184)**

Post Grad Degree+: **16% (Index 189)**

Married: **66% (Index 117)**

Professionals/Management: **36% (Index 152)**

HHI \$75,000+: **58% (Index 161)**

HHI \$100,000+: **45% (Index 198)**

Median HHI: **\$90,178 (Index 159)**

Home Value \$200,000+: **62% (Index 165)**

Home Value \$500,000+: **25% (Index 276)**

Median Home Value: **\$352,294 (Index 161)**

Entertain at home 1+ x/month: **51% (Index 201)**

Prototype Availability & Support

Fine Cooking's prototype is available through IMS (download from K9), Telmar and MEMRI (contact DJG for disk).

Agency research departments can contact **Steve Douglas** or **Debbie Kaplan** at **DJG Marketing** by phone at **212-302-3700** or via email at steved@djgmarketing.com or debbiek@djgmarketing.com with any questions.