

# Fine Cooking celebrates food more than ever!



*Fine Cooking* is the #1 cooking authority, the only epicurean title that's actually all about cooking – and cooking with fresh ingredients. Our unique positioning offers advertisers opportunities to connect with passionate cooks – the ultimate in food enthusiasts and avid purchasers of cooking products.

Long respected for editorial excellence, *Fine Cooking* raises the bar with a fresh new brand redesign that emphasizes the celebration of food. Whether it's ingredients, entertaining, travel, wine, or kitchen tools, **everything we cover is viewed through the lens of cooking – unlike any other magazine.**

April/May 2009  
Close date: 1/21/09  
On-sale date: 3/24/09

## Fine Cooking offers you...

### The right place at the right time.

Our passion for cooking shows. *Fine Cooking* editorial is a unique blend of inspiration and information written by cooking experts. Your ad appears in a trusted environment and connects with readers when they are in a “cooking state of mind.”

### The right audience.

Connect with passionate cooks who purchase your products. Our highly engaged, affluent audience ranks highest in all desirable demographics. They also rank #1 across all metrics on cooking for fun, baking for fun, and entertaining within our competitive set. Plus, they act on their enthusiasm by making purchases and influencing others.

### The right ad mix.

Reach top prospects through a variety of channels. Our *Fine Cooking* brand offers expanded editorial opportunities for connecting with all or specific segments of our audience through print and electronic media: magazines, special interest publications, Web site, eletters, blogs, and more.



## Department Highlights



### MARKETPLACE

Five departments about sourcing:

- unusual ingredients
- products editors are shopping for
- using seasonal ingredients
- big-buy cooking – get the most out of buying in bulk
- what's newsworthy



### THE GOOD LIFE

Healthy living guru Ellie Krieger shows how to think and cook like a nutritionist.



### DRINKS

A new section on wine, beer, and spirits, with recipes and newsy items.



### REPERTOIRE

A simple, classic recipe along with a variation for the more advanced cook.



### GO SHOPPING

A guide to great tabletop items, new food products, classy and useful tools.



### TEST KITCHEN

Tricks of the trade from our test-kitchen staffers.



### MAKE IT TONIGHT

Delicious recipes for weeknight dinners in 30 minutes or less.



### WHERE TO BUY IT

Finding kitchen tools, specialty ingredients, and tableware.