



Core Magazine and SIP's:

Core circ: 253,874
 SIP: 103,167
 Audience: 1,187,500

Custom Products

Fine Cooking offers an array of custom publishing opportunities for harnessing the power of our award winning content for your brand.



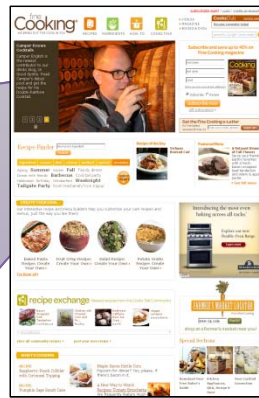
Impact Units

With a variety of units and positioning available, Fine Cooking's impact units provide a tool for innovative advertising solutions.



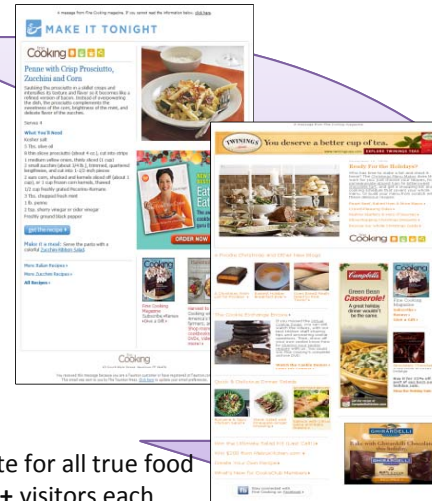
Social Media

On a monthly basis we host social gatherings over Twitter focused on food and cooking integrating partners into our social media event.



FineCooking.com:

FineCooking.com is a go-to site for all true food enthusiasts reaching **500,000+** visitors each month.



Experiential Events

Participate in regional events offered in areas throughout the country celebrating food, recipes, wine, spirits and the art of cooking.



iPad

Our Holiday Cooking iPad app is the ultimate tool for creating a successful holiday meal. We offer additional content and utility apps for advertisers. Next up, Fresh and Simple! In addition, our popular Menu Maker and Recipe Maker tools will become an iPad app in 2011.



Live Events

Fine Cooking live events like our Cookie Exchange marry our editors, a live audience and online viewers. Videos of events are offered as re-play. Product integration and sampling opportunities are available.

Weekly eLetters

Fine Cooking regularly deploys weekly eLetters containing Fine Cooking recipes and how-to information to more than **500,000+ opt-in subscribers**.

Daily Make It Tonight eLetters

This daily eLetter features delicious Fine Cooking recipes great for weeknight meals for more than **100,000+ opt-in subscribers**.

Mobile

Our mobile version of FineCooking.com offers our users an easily viewed site from any iPhone or Android device. With traffic on FineCooking.com growing (**up 547% year-over-year**), our mobile site (**with more than 60,000 visits**) offers a platform for reaching these consumers.

