

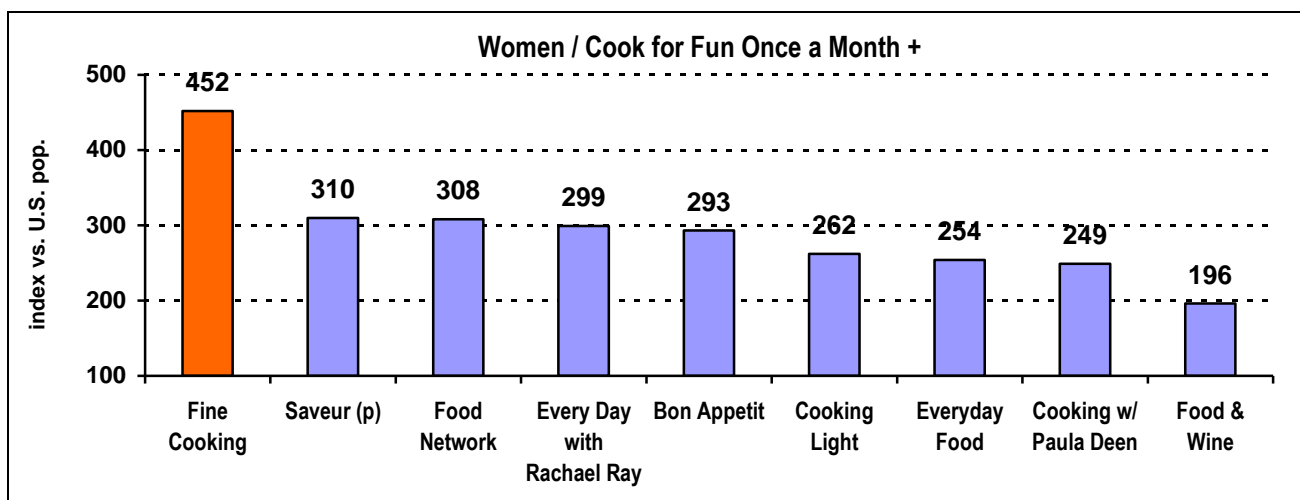
Portrait of the Fine Cooking Reader

Among the 9 leading Food publications, **Fine Cooking** provides an unrivaled overall leadership position (on Index vs. Total US adults) for advertisers to take advantage of:

- **#1** – Cook for Fun Once a Month or more
- **#1** – Baked Once a Month or more
- **#2** – Median Household Income (\$96,937)
- **#2** – Household Income \$100,000+ (... \$75,000+ as well ...)
- **#3** – Median Home Value (\$300,008)
- **#2** – Home Value \$500,000+
- **#1** – Women/Entertain Friends at Home 2+ times per month
- **#1** – Women/Remodeled Kitchen in past 12 months

... and **Fine Cooking** readers Cook for Fun More Frequently than any other food magazine readers ... at a rate nearly 5 times the national average!

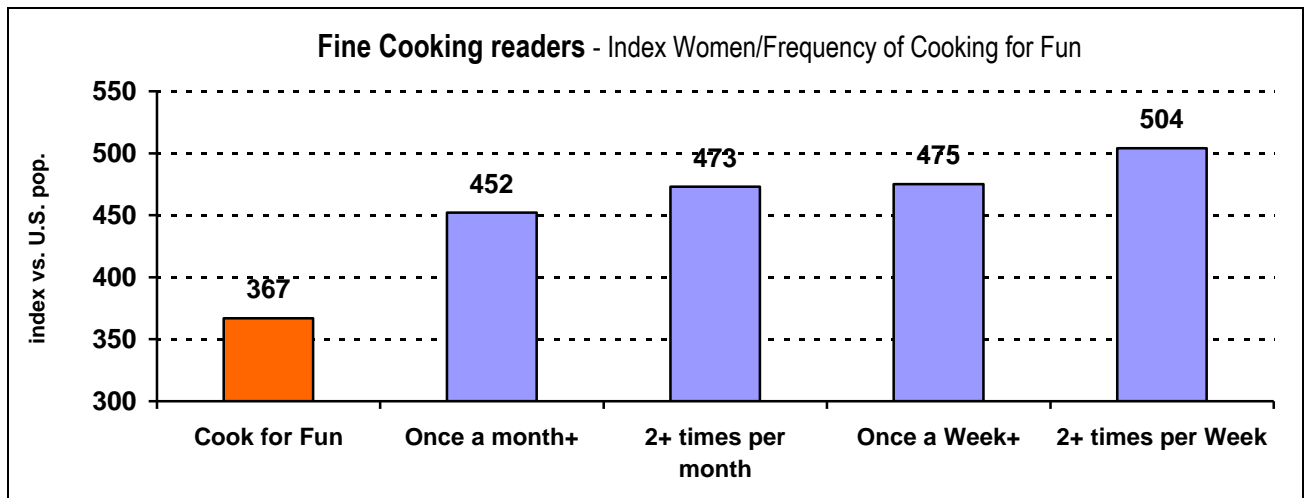
Fine Cooking Readers ... Cooking for Fun Frequently!



Source: 2010 Spring MRI; (p) – Saveur prototype

The more often they're Cooking for Fun ... the better and better the performance of Fine Cooking readers gets compared to the norms ... to above 5 times the national average for Cooking for Fun Twice a Week or more!

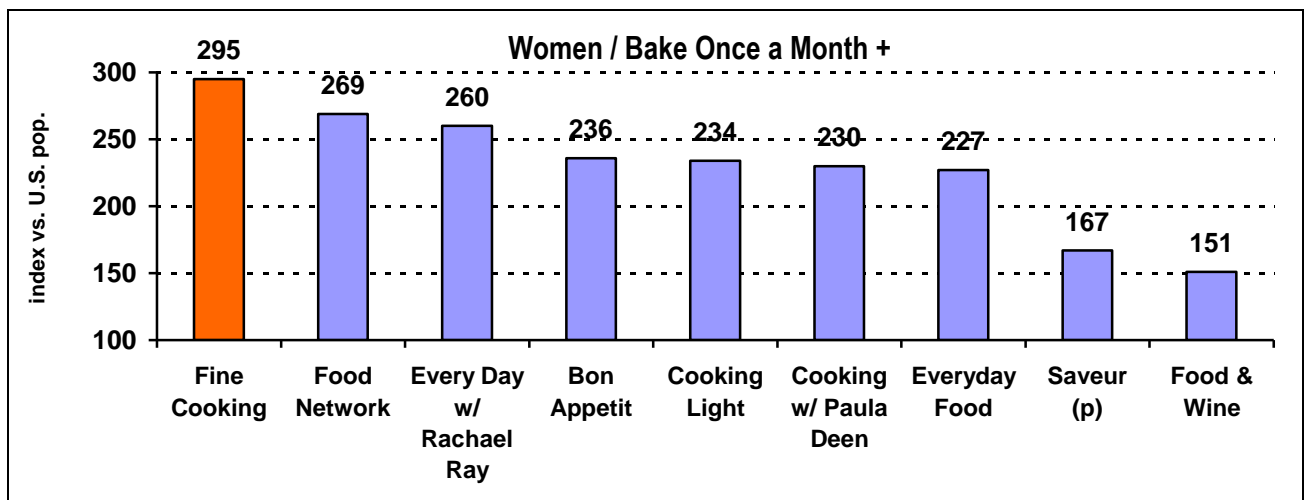
Fine Cooking Readers ... Always Cooking for Fun!



Source: 2010 Spring MRI; (p) – Saveur prototype

... and **Fine Cooking** readers thoroughly enjoy Baking Frequently as well! ... again, more than any other Food Magazine readers ... 42% of all **Fine Cooking** readers Bake Once a Month or more ... nearly 3 times the national average!

Fine Cooking Readers ... Love Baking Frequently!



Source: 2010 Spring MRI; (p) – Saveur prototype

Fine Cooking Audience Demographics

Fine Cooking readers deliver an affluent, educated homeowners and, as seen above, “food-active” audience for advertisers. **Fine Cooking** readers rank among the top performers in the Food category across a broad spectrum of attractive characteristics:

Fine Cooking Demographics	% Comp.	Index	Rank *
▪ Household Income			
○ Median Household Income	\$96,937	161	2
○ HHI \$50,000 +	79.7%	137	2
○ HHI \$75,000 +	64.3%	164	2
○ HHI \$100,000 +	48.0%	190	2
○ HHI \$150,000 +	23.9%	222	2
▪ Education level			
○ Any College +	80.3%	146	2
○ Graduated College +	48.1%	178	2
▪ Home Ownership			
○ Own Home	80.2%	114	1
○ Median Value of Home	\$300,008	148	3
○ Value of Home \$500,000+	18.8%	254	2
○ Remodeled Kitchen in past 12 months	5.3%	286	1

Source: 2010 Spring MRI

* - rank based on *Fine Cooking* vs. *Bon Appetit*, *Food & Wine*, *Saveur* (prototype), *Everyday Food*, *Every Day with Rachel Ray*, *Food Network Magazine*, *Cooking with Paula Deen* and *Cooking Light*.

The Mindset ... Fine Cooking Buying Style Attributes

Fine Cooking readers bring a passionate mindset to their Food enthusiasm ... driven primarily by the need to be informed, and as well in sharing this information with friends and family members.

Fine Cooking readers are the leaders across a wide array of important attitudinal attributes in the Food category such as Nutrition, Quality, Natural products and Being the first among friends to try new products ... setting a great stage for advertisers.

Psychographic / Lifestyle Attributes (Women who stated ...)	Index	Rank
<u>MRI Buying Styles Attributes</u> (% Agree Most)		
▪ People often come to me for advice before making a purchase	211	1
▪ I always check the nutritional content of food products before buying	199	1
▪ I buy based on quality, not on price	191	2
▪ I buy natural products, concerned about my family's health	178	2
▪ I'm always one of the first to try new products or services	142	2

▪ MRI Buying Style Segment – “Buyers of the Best”	247	1
▪ MRI Buying Style Segment – “Habitualized Havers”	197	2

Source: 2010 Spring MRI; Base Adults/Women; Index shown for those “Agreeing Most” with the statement

* - rank based on *Fine Cooking* vs. *Bon Appetit*, *Food & Wine*, *Saveur* (prototype), *Everyday Food*, *Every Day with Rachel Ray*, *Food Network Magazine*, *Cooking with Paula Deen* and *Cooking Light*.

Buyers of the Best

Buy based on quality, not price. Find brand name to be more important than price. Find it important that sales personnel be knowledgeable about the products they sell. Also consider services of the store personnel to be important factor in making their shopping decisions. Favor environmentally safe products. Prefer products that offer the latest in technology. Always check ingredients and nutrition content on food products. Agree that their spouses have a significant impact on their purchasing decisions. Brand loyal, and willing to pay higher price for products made by a company they trust. Prefer to shop in stores that specialize in specific type of products.

Habitualized Havers

Find buying American products important. Least likely to find shopping a “great way to relax.” Not interested in environmentally safe products; prefer technologically advanced products. Do not pay attention to nutrition content and ingredient labels. Find that their spouses have significant impact on their shopping decisions. Brand loyal, stick to the brand if they like it, and willing to pay slightly higher price for products made by a company they trust. Less likely to switch brands for the sake of variety or for cents-off coupons.

Food Attitudes ... Fine Cooking readers

Food ... it “defines” the Fine Cooking reader ... but not just in terms of what they buy or what they do ... but how they think and feel about it. They bring their passionate mindset into everything “Food” they do and do it with incredible enthusiasm. **Fine Cooking** readers are genuine leaders for many Food attitudinal attributes ... sharing their passionate mindset, in a perfect environment for advertisers.

Psychographic / Food Attitudes (Women who stated ...)	Index	Rank
<u>MRI Food Attitudes</u> (% Agree Most)		
▪ I enjoying eating different types of food	234	2
▪ Others ask my advice when it comes to food	220	3
▪ I prefer cooking with fresh food rather than canned or frozen	218	1
▪ I regularly eat organic foods	215	2
▪ I eat healthy and pay attention to my nutrition	205	1
▪ I rarely eat frozen dinners	201	2
▪ During a given week I cook meals regularly	198	2
▪ When I find food products I like I recommend them to others	185	2
▪ Dinners in my home are usually planned ahead of time	178	3

▪ MRI Food Attitude Segment – <i>Cooking Up An Image</i>	179	2
▪ MRI Food Attitude Segment – <i>Heedful of Wellness</i>	199	1

Source: 2010 Spring MRI; Base Adults/Women; Index shown for those “Agreeing Most” with the statement

* - rank based on *Fine Cooking* vs. *Bon Appetit*, *Food & Wine*, *Saveur* (prototype), *Everyday Food*, *Every Day with Rachel Ray*, *Food Network Magazine*, *Cooking with Paula Deen* and *Cooking Light*.

Cooking Up an Image

Do not stock up on multiple units of food, even if food item is on sale. Only buy food items that are name brand, not generic brand. Will not purchase generic brand over the normal name brand, even if generic brand is on sale. Do not indulge cravings for sweets. Do not like picking up quick meals.

Heedful of Wellness

Try to eat healthy and pay attention to nutrition. Rarely eat frozen dinners. Try to eat a healthy breakfast every day. Do not allow “junk food” in the house. Pay attention to intake of fat. Dinners at home are usually planned ahead. Prefer cooking with fresh food rather than with canned/frozen products. Regularly eat organic foods.