

## ***FINE COOKING* SINGLE COPY SALES CONTINUE TO TOP OTHER EPICUREAN MAGAZINES ABC First 6-Month 2010 Data Shows Consistent Strength**



**Newtown, CT, August, 2010...** Despite an overall decline in circulation and retail single copy sales revenue across the publishing industry, *Fine Cooking* magazine ([www.finecooking.com](http://www.finecooking.com)) continued to show its circulation strength as a premium-priced, high-quality title in the epicurean category, according to the recently released ABC Jan-Jun 2010 data. The combination of superior circulation management and editorial excellence continues, year to year, to deliver readers who are highly engaged with the brand and committed to paying more for *Fine Cooking* than other magazines ask of their readers.



“*Fine Cooking* is unique in our category because we’re 100% focused on food and cooking... helping readers plan, source, shop, prepare, cook and serve the foods that make their lives more enjoyable. We’re thrilled about our strong circulation success, especially at the newsstand,” said editor-in-chief, Laurie Buckle. “I see our numbers both as consumer satisfaction scores - that we’re putting out a truly differentiated product that people are passionate for - and as a competitive advantage - that we’re selling more issues at a higher cover price than the other pure epicurean titles.”

“Advertisers are very tuned into which magazines readers pay a premium for. There’s direct relevancy between readers’ commitment to pay more, their higher levels of engagement, and greater resulting benefits to advertisers,” added Steve Giannetti, SVP, Advertising.

Published by Taunton Press, *Fine Cooking*, follows a consistent path of circulation excellence. Single Copy Sales again topped 100M+ and have been a steady 42-44% of total circulation for 5 years in a row. *Fine Cooking*’s 103,167 single copy sales (at \$6.95) significantly topped well-known competitors like: *Food & Wine*’s 53,911 (at \$4.50), *Bon Appetit*’s 88, 511 (at \$4.99), and *Saveur*’s 42,123 (at \$5.00), despite having a markedly higher cover price than those other epicurean titles. And, topping \$4.00 net per copy from subscribers, *Fine Cooking* has progressively been one of the industry’s leading titles in getting readers to pay realistic prices for the magazine...something other publishers are now talking about trying.



According to Jack Hanrahan, editor of the industry’s newsletter *CircMatters*, “*Fine Cooking*’s circulation practices and performance are exemplary. They’re serving their readers well, based on the vibrant demand for their product. They serve advertisers well by keeping their rate base promises and by showing consistency and growth. And, they serve themselves well by requiring readers (and not just advertisers) to share in the financial support of the magazine.”

**For more information, images or to schedule an interview with editor Laurie Buckle, please contact John Baroody at 203-304-3891, [finecookingpr@taunton.com](mailto:finecookingpr@taunton.com)**