



## **Fine Cooking Specials Attract New Advertisers**

### **New Business Growth Carries Across Other Brand Platforms**

**NEWTOWN, CT** March 30, 2010...*Fine Cooking*, where food is the celebrity, has created advertiser packages and integrated programs around their 9 special issues being published in 2010. The topical interest, editorial quality, and newsstand sales vitality of the specials are key factors that are attracting new advertisers and benefiting ad growth in other areas of the brand.

“Our newest release, *Real Italian*, is the second largest special issue in the franchise’s 15-year history and was bolstered by the addition of several notable new advertisers including: Carapelli Olive Oil, Amore, Straccali Wines, Filippo Berio, and Monari Federzoni,” according to Patrick O’Donnell, *Fine Cooking* National Advertising Manager.

“Standing out as the one brand in the category that’s 100% focused on food and cooking has spurred growth, both for *Fine Cooking* specials and the core magazine, with advertisers looking for readers who are totally committed to cooking. In fact, marketers who’ve bundled their core and specials pages then integrated their print efforts with our online programs are reaching possibly the most desirable and most highly-engaged cooking audience available anywhere,” added Mr. O’Donnell.

The nine 2010 special issues of *Fine Cooking* are themed throughout the year to be topical and timely for summertime, outdoor activities, seasonal cooking, holiday entertaining, and holiday baking; including upcoming titles like *Quick & Fresh*; *Grilling*; *Tailgating*; *Chicken*; and *A Make-Ahead Holiday*.

*Fine Cooking* specials are sold at checkout and premium display positions in major food chains, warehouse stores, mass merchandisers, bookstores, and newsstands. With over 30,000 retail outlets, the specials have excellent single copy sales vitality, as does *Fine Cooking* magazine which continues to outsell well-known competitors like *Bon Appetit*, *Saveur*, and *Food & Wine*, despite having a significantly higher cover price than the other epicurean titles.

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

