

## **FINE COOKING HONORED AMONG TOP 16 U.S. MAGAZINES FOR SUPERIOR CIRCULATION PERFORMANCE**

### **Wins Circle of Success Award for the Second Consecutive Year**

Newtown, CT, May 2010... For the second year in a row, CircMatters, the media newsletter that reports on magazine circulation best practices, has named *Fine Cooking* to its list of the 16 top-rated magazines to receive the Circle of Success Award for superior performance in circulation management. According to Jack Hanrahan, editor of CircMatters, "We analyzed all major magazines based on the quality of their circulation. After a rigorous evaluation process and competition among many excellent magazines, *Fine Cooking* was one of just five repeat winners from last year and distinguishes itself as the only epicurean publication making this year's list."

"*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 honored to receive this award acknowledging our outstanding circulation success and demonstrating that we're keeping our readers very happy and highly engaged," said editor-in-chief, Laurie Buckle.

Published by Taunton Press, *Fine Cooking*, follows "a consistent path of circulation excellence." Single Copy Sales topped 100M+ for the fourth straight year and have been a steady 42-44% of total circulation for 5 years in a row – significantly outselling well-known competitors like *Food & Wine* and *Saveur*, despite having a markedly higher cover price than the other epicurean titles. And, *Fine Cooking* is one of only two award-winning titles topping \$4.00 net per copy from subscribers.

CircMatters' evaluation of circulation quality examined three performance areas:

- 1) Rate Base Performance, for magazines stating a guarantee: the 3-year history of making the guarantee both on average 6-month delivery and on a more rigorous issue-by-issue basis, plus bonus delivery above guarantee.
- 2) Single Copy Sales Performance: demand and cover price, growth (tracked over 3 years where possible).
- 3) Subscription Sales Performance: price on a per-copy basis, a high % sold direct to publisher, low % of lesser quality and "pseudo-paid" subscriptions.

Mr. Hanrahan added, "*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 Barody at 203-304-3891, [fincookingpr@taunton.com](mailto:fincookingpr@taunton.com).**

