

## FINE COOKING TO LAUNCH iPad APP FOR HOLIDAY COOKING

A Special-Issue Magazine App for Holiday Menus, Recipes, Tips and Ideas

NEWTOWN, CT., September 2, 2010... *Fine Cooking*, where food is the celebrity, is launching an ad-friendly iPad app created to be the ultimate way to prepare for any holiday occasion. The new app's live dates are from November 1, 2010 through January 31, 2011 and it offers participating advertisers this holiday season's most innovative way to reach a highly-engaged and enthusiastic culinary audience.

"Our magazine and web audiences are incredibly committed to the *Fine Cooking* brand and the 100% focus we put on food and cooking," said Sue Roman, President of Taunton Press, publishers of *Fine Cooking*. "We're very excited to be able to reward and help them with fresh, unique products like our new Holiday Cooking iPad app that respects the high quality our customers expect, answers their needs, and delivers great recipes and tips for holiday meals and entertaining."

Loaded with high-value content, *Fine Cooking's* Holiday Cooking iPad app tackles both the challenges and excitement of holiday cooking. The subjects covered in this stunningly visual product include holiday entertaining, appetizers, cocktails, classic and new-twist entrees and side dishes, cookies, desserts, champagne pairings, and more. This special-issue magazine app makes full use of the iPad's rich media capabilities with videos, slide shows, and an array of deeper dives into information all available at the touch of a fingertip.

According to Steve Giannetti, Senior Vice President, Advertising, "The Holiday Cooking iPad app is yet another example of our commitment to provide marketers with more ways to experience and benefit from the *Fine Cooking* brand. This Holiday Cooking app will be a perfect way for our advertisers to reach a highly engaged audience at the appropriate time within the perfect environment."

Marketers have opportunities in the Holiday Cooking iPad app for full page ads (in vertical and horizontal format) with interactive capabilities. Ads can be clickable and trackable, and can include rich media video to play within an ad or open in a full screen player. Editorial video sponsorship is also available. Advertisers are being offered extended reach packages that combine the efficiency and impact of pages in the December/January issue of *Fine Cooking* with iPad app participation included or iPad programs for the 3-month flight can be purchased separately.

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

