

JEFF NICHOLSON JOINS FINE COOKING TO LEAD NATIONAL ADVERTISING SALES TEAM



Newtown, CT (October 25, 2010)...*Fine Cooking* and finecooking.com, where food is the celebrity, said today they have hired Jeffrey J. Nicholson as National Advertising Manager. The announcement was made by Stephen P. Giannetti, Senior Vice President, Advertising.

"Jeff is a highly accomplished media sales executive with proven strengths in multi-platform sales, marketing, and client relations" said Mr. Giannetti. "We are extremely happy to have Jeff join *Fine Cooking* to lead our ad sales team, help drive new business, and create innovative opportunities for advertisers to benefit from."

Long respected for its editorial excellence, *Fine Cooking* is unique in the epicurean category because it's 100% focused on food and cooking. *Fine Cooking's* visually tantalizing, highly engaging environment is a unique blend of inspiration and information...helping cooks of all levels plan, source, shop, prepare, cook and serve the foods that make their lives more enjoyable. *Fine Cooking* is an essential buy for advertisers targeting the growing number of food enthusiasts and food-influentials who celebrate the absolute joy of food, cooking, and entertaining.

"I'm thrilled to be working at *Fine Cooking*. It is an outstanding media brand with great content, unmatched quality, and the category leader in circulation best practices," said Mr. Nicholson. "I believe there is terrific potential for more advertisers to benefit by the incredible engagement and connection *Fine Cooking* creates with its audiences across multiple platforms."

Mr. Nicholson, whose previous experience includes *Golf Digest*, *National Geographic Kids*, *Car and Driver / Road & Track*, and the Time Inc. *Transworld Action Sports Group*, joins Taunton from a senior sales position with *Playbill*. He replaces Patrick O'Donnell who left the company.

For more information or to schedule an interview with Steve Giannetti, SVP Sales and Ad Marketing, please contact John Baroody at 203-304-3891, finecookingpr@taunton.com

