

FINE COOKING HONORED AMONG TOP 15 U.S. MAGAZINES FOR SUPERIOR CIRCULATION PERFORMANCE



Newtown, CT, March 20, 2009... CircMatters, the media newsletter that reports on magazine circulation best practices, has named *Fine Cooking* to a list of 15 top magazines to receive the Circle of Success 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. Despite the rigorous evaluation process and competition among many excellent magazines, *Fine Cooking* was an easy choice as a winner of our Circle of Success Award."

Fine Cooking, published by Taunton Press, is enjoying outstanding success in the marketplace – with growth in rate base, subscriptions and single copy sales. Especially on newsstand, where most magazine unit sales are sharply trending down, *Fine Cooking* is up and outsells well-known competitors like *Gourmet*, *Bon Appetit* and *Food & Wine*, despite having a significantly higher cover price than the other epicurean titles.

Mr. Hanrahan added, "*Fine Cooking's* circulation practices and performance are exemplary. They're an excellent example of magazines doing things the right way – building quality circulation with best practices that assures marketers the benefits of advertising to highly engaged and involved readers."

CircMatters' evaluation of circulation quality examined three performance areas:

- 1) Rate Base Performance: stating a guarantee, the 3-year history of making the guarantee both on average 6-month delivery and on issue-by-issue basis, bonus delivery above guarantee.
- 2) Single Copy Sales Performance: demand and cover price, growth (tracked over 4 years where possible).
- 3) Subscription Sales Performance: price on a per-copy basis, a high percent sold direct to publisher, low reliance on lesser quality subscription sources.

"We're honored to receive this award recognizing our circulation success. *Fine Cooking* is unique because it is 100% focused on food and cooking, helping readers plan, source, shop, prepare, cook and serve the foods that make their lives more enjoyable...all in an active and engaging atmosphere where food is the celebrity," said editor-in-chief Laurie Buckle.

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

