

FINE COOKING IN GROWTH MODE INCREASES AD SALES AND MARKETING CAPABILITY



NEWTOWN, CT., June 15, 2009...Seeing opportunities to capitalize on its growth and its advantageous position in the category, *Fine Cooking* and finecooking.com has added several experienced advertising sales professionals to its team, according to Karl Elken SVP, Advertising Sales at Taunton Press, publishers of *Fine Cooking*. Additionally, a recent internal reorganization has added to Taunton's ad marketing department, with re-assigned staffing and new hiring more than doubling the resources working on the Fine Cooking brand. "We believe this is an important time for *Fine Cooking* to make greater efforts to better serve our clients with smarter, creative sales ideas and stronger marketing programs. We also believe that by strengthening our capabilities now we position ourselves to capitalize on the ad market recovery more quickly as we come out of the down economy," said Mr. Elken.



New to the sales team, Margaret Fleming-O'Brien has joined *Fine Cooking* from *Parenting* and parenting.com where she was an account manager for eight years. Margaret is an experienced media and sales professional having held positions at Rodale and Conde Nast in magazine and digital media sales, as well as past work on the media agency side, including being Print Media Supervisor at Young & Rubicam, NY. She is based in Newtown, CT at Taunton Press headquarters reporting to Pat O'Donnell, National Advertising Manager, and will cover East Coast accounts, including New York City.

Additionally, *Fine Cooking* appointed Mark Adeszko of Adeszko Media Sales, Inc. for its print and digital ad sales representation in Chicago and the Midwest. In California and other Western states, *Fine Cooking* ad sales responsibility has been assigned to Chuck Carroll at their affiliated company, Adeszko-Carroll Media Sales in LA. Both moves now position key experienced sales people to work with major agencies and clients in territories where previously there had not been an in-market capability.



According to Mr. Elken, "We're seeing significant advertiser support gained from our efforts; with increases in our meetings, sales calls, and a big jump in the numbers of in-bound RFPs we're getting from agencies - especially as it applies to digital media and integrated cross-platform buys. More importantly, business is up from new advertisers where we now have the right resources in place to develop strong, beneficial relationships."

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