

2018 MEDIA KIT

Taste of Home

# Magazine Audience



## Demographics

Audience	(000)	Comp(%)
Total Adults	12,869	100
Women	10,942	85
Married	8,084	62.8

Age		
25-54	5,771	44.8
Median	54.6	

Education		
Attended College+	7,836	60.9

Occupation		
Employed	7,036	54.7

Household Income		
HHI \$75K+	5,869	45.6
Median	\$69,149	

### The Most Engaged Community of Home Cooks

47

Minutes Spent on Avg. with an Issue

24%

Longer Than Comp. Set Avg.