

CUISINE EDITORIAL CALENDAR 2020
AT HOME

FROM THE EDITOR

WELCOME. FOR OVER 23 YEARS, HOME COOKS HAVE TURNED TO CUISINE AT HOME MAGAZINE FOR INSPIRATION, CREATIVITY, AND KNOW-HOW.

Cooking enthusiasts from across North America come to Cuisine at Home for our delicious recipes, gorgeous food photography, and practical cooking tips. Appealing to cooks who enjoy experimenting with new ingredients and concepts, the editors at Cuisine teach fundamental techniques so that cooks of all levels have confidence in the kitchen.

For the first time, Cuisine at Home has opened its marketing relationships to a limited number of companies for exclusive programs associated with **Cuisine at Home Magazine, Special Interest Publications, Newsletters, Cooking Seminars, and cuisineathome.com.** Cuisine at Home works hard to connect with the dedicated, home-focused cooking community. When you partner with Cuisine at Home, you'll be tapping into a group of extremely loyal subscribers. In fact, many of them tell us that they read every issue cover to cover and wait with anticipation for the next one to arrive.

Because of our reader's enthusiasm, in 2019 the leadership team at Cuisine at Home made the decision to increase the number of pages we deliver in each issue. We've added more authoritative stories, original test kitchen-approved recipes, and beautiful photos. **CUISINE AT HOME IS BIGGER AND BETTER THAN EVER. COME GROW WITH US!**

Sincerely,
Kim Samuelson
Editor



Dedicated to Editorial Excellence with Print at the Center

| publishing 6x per year |

Rapidly expanding reach through digital editions, web & social media

Our website and Facebook presence has grown exponentially and our many Pinterest boards are on fire! In 2020 we will continue to **expand our total monthly reach** across all channels: magazines, digital, social media, newsletter, and website.

Initiatives online and through social media already have expanded significantly our engagement with readers. We continue the highly successful programs that have fueled our growth in numbers over the past couple of years:

- Increased Facebook, Pinterest, Instagram and YouTube postings
- Reader-generated stories
- Product giveaways
- Exclusive online content and videos
- Cuisine At Home cooking classes and Cuisine at Home Live, our educational platforms to deliver expert teaching for all skill levels through live seminars



Regularly included departments:

- **IN THE NOW** — Inspired ideas, new products, and tidbits across the food landscape
- **CUISINE TONIGHT** — Flavorful meals you can easily prepare and enjoy on a weeknight
- **TEST KITCHEN FAVORITES** — The professional chefs at Cuisine at Home create their favorite recipes to share with you
- **FOR TWO** — Restaurant-quality menus designed to fit today's downsized demographics
- **HEALTHY CUISINE** — Nutritious and delicious recipes to help you look and feel the best
- **1 INGREDIENT 4 WAYS** — This collection is perfect for utilizing in-season ingredients
- **GRAND FINALE** — Divine desserts to cure your sweet tooth.

Our editors are avid cooks and share their love of cooking and experience with our readers. Their regular engagement with chefs and cookbook authors all over North America keeps the magazine current, helpful, and refreshed. Cuisine At Home offers a balanced mix of inspiring recipes with a photo of every recipe along with tips and techniques. Its unique approach and trusted voice are unlike any other when it comes to creative home cooking.

AUDIENCE

Enthusiastic and well-educated — with plenty of discretionary income — the Cuisine at Home audience includes everyone from beginning cooks to well-seasoned professionals who refer to Cuisine at Home for trusted recipes, cooking tips, and techniques about cooking.

**Cuisine At Home's
total audience: 2,361,624**

WEB AUDIENCE

Website traffic is **+153%** for 2018-2019 — growth driven by increased social media engagement and search engine optimization

SOCIAL AUDIENCE

+264% Facebook followers 2017-2019 — our followers also like Hometalk, BH&G, Tasty, Amazon, Target, Country Living, Taste of Home, Ellen DeGeneres, and Martha Stewart

PRINT AUDIENCE

- 80% female / 20% male
- Average age 52
- 73% married
- 46% have income above \$89,900
- 90% are online buyers
- + 80% are crafters and cooking enthusiasts

DIGITAL AUDIENCE

Weekly email newsletter subscriber list is **+68%** in 2019

CUISINE AT HOME 2020 EDITORIAL CALENDAR

JANUARY/FEBRUARY

NEW YEAR, NEW BEGINNINGS

- Chinese New Year
- Healthy Superbowl Appetizers
- Recharge Your Immune System
- Sheet Pan Suppers
- Big Breakfast Sandwiches
- Mardi Gras Party
- Meal Planning Reimagined
- Cooking with Lentils
- Easy Vegetarian Meals
- Recipes From “Steak and Cake”
- Rethink Your Drinks
- Valentine’s Day Desserts

Ad Close: 10.4.19

Materials Due: 10.11.19

On Sale: 12.3.19

MARCH/APRIL

SPRINGTIME FAVORITES

- Making Meringues
- Best-Ever Biscuits & Toppings
- Simple Spring Menus
- Elegant Easter Dinner
- Seasonal Pasta Recipes
- Cast-Iron Cooking
- Cooking with Coffee
- Choosing a Coffee Grinder
- Down-Under Desserts
- Cooking Fresh Artichokes

Ad Close: 12.13.20

Materials Due: 12.20.20

On Sale: 2.18.20

MAY/JUNE

THE MARKETS ARE OPEN!

- Mother’s Day Breakfast in Bed
- Father’s Day Backyard Bash
- Entrée Salads & Creamy Dressings
- Homemade Smash Burgers
- Cinco de Mayo Barbacoa
- Filled Doughnuts
- Graduation Party
- Hot & Cold-Smoked Salmon
- Fruit Desserts

Ad Close: 2.14.20

Materials Due: 2.21.20

On Sale: 4.21.20

JULY/AUGUST

TAKE IT OUTDOORS

- 4th of July Barbecue
- Grilled Seafood
- Summer Side Dishes
- Food on a Stick
- No-Bake Desserts
- New Steak Sauces
- Taco Tuesday
- Cool as Cucumbers
- Grilling 101: gas vs. charcoal vs. pellet
- Farm to Table Dinner
- Tapas Party

Ad Close: 4.10.20

Materials Due: 4.17.20

On Sale: 6.16.20





SEPTEMBER/OCTOBER

HELLO AUTUMN

- Roman-Style Pizzas
- One-Dish Dinners
- Fried Chicken Feast
- Slow-Cooker Suppers
- Savory Handheld Pies
- Red, White & Green Chilies
- Mother Sauces
- Halloween Party
- Peanut Butter Pie
- Indian Cooking
- Walnut Torte

Ad Close: 6.19.20

Materials Due: 6.26.20

On Sale: 8.18.20

NOVEMBER/DECEMBER

HOME FOR THE HOLIDAYS

- Italian Comfort Food
- Holiday Soups
- Brined Thanksgiving Turkey
- Holiday Cookies & Candies
- Prime Rib Perfected
- Appetizing Party Board
- Make-Ahead Holiday Side Dishes
- Gingerbread Cheesecake
- Christmas Morning Brunch
- Gifts from the Kitchen

Ad Close: 8.21.20

Materials Due: 8.28.20

On Sale: 10.20.20

JANUARY/FEBRUARY 2021

RENEW, REFRESH, REJUVENATE

- Homemade Pasta
- Winter Stews
- Feel Good Meals
- Flexitarian Menus
- Cast-Iron Cooking
- Chocolate Mousse
- Grain Bowls
- Revive Your Lunches
- Sous Vide Made Easy
- Superfoods
- Hot Pots

Ad Close: 10.9.20

Materials Due: 10.16.20

On Sale: 12.15.20



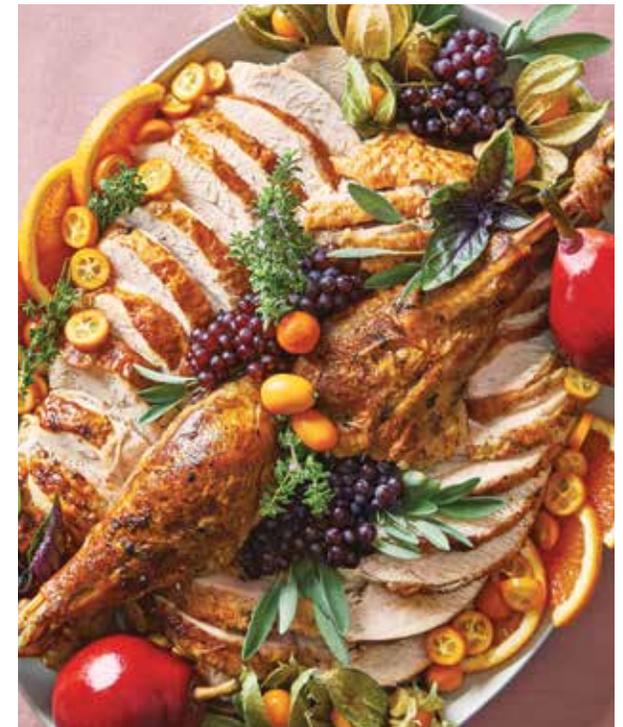
COOKING SEMINARS

Cuisine at Home's LIVE online cooking seminars have become so popular, there are now twelve on the schedule for 2020. That's one class every month! Sponsorships are available, so don't miss out on this opportunity to partner with the expert instructors who bring creativity to life with a wide range of cooking subjects.

Cuisine at Home LIVE cooking seminars take you inside the Test Kitchen studio with the experienced editorial staff. LIVE interactive question and answer segments follow each class as well as downloadable resources with additional cooking tips and techniques. Once purchased, the viewer can rewatch the class at anytime.

Here's just a sampling of classes:

- **Biscuit Baking 101**-learn how to bake the most light & airy, picture-perfect biscuits
- **Vegetable Basics**-come away with clever new ways to incorporate vegetables into your meals
- **Tips & Timesavers**-streamline your cooking with shortcuts that the pros use
- **Thanksgiving FAQ**-lively roundtable discussion about how to cook an impressive Thanksgiving dinner



ADDITIONAL PROMOTIONAL OPPORTUNITIES

LEAD GENERATION CONTENT

Work with Cuisine at Home's editorial and marketing teams to create custom branded content that extends your messaging authentically to our audience. We refine our audience for your specific needs, nurture the leads, and deliver them to you with detailed reporting. Your program may include a library of topic-specific sponsored articles and/or seminars covering all aspects of cooking. The entire library of sponsored content will be available free for instant download to email addresses, allowing us not only to broaden our service to home cooks, but also to obtain essential contact information on our website.

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WEBSITES

Website traffic has increased 153% in the past year! CuisineAtHome.com is currently getting 200K pages views/month (2.4 million year) and 95K visitors/month (1.2 million/year).

Sponsorship Opportunities Include:

- Product category sponsorships
- Social media sponsorship opportunities (monthly giveaways, etc.)
- Run-of-site geo-targeted banner ads
- Weekly e-newsletters (101K subscribers)
- Dedicated custom emails (101K subscribers)
- Sponsored/Native Content Articles
- Seminar Presentations and Sponsorships
- Product Giveaways
- Video Creation and Sponsorships
- E-Book creations

DIGITAL EDITIONS

Cuisine At Home digital editions are fully interactive. Users can click links for immediate access to the company's website for more information or to buy the product.

MARKETING SERVICES

Our goal is to help you achieve your marketing goals, by way of co-curated targeted messaging and tap the experts and technology of our parent company, Active Interest Media. We can also engage AIM's audience — 40 million highly engaged enthusiasts who trust our brands for travel, health, home, and product advice.

Our Services include:

- Custom content (native advertising, blogs, newsletters, online classes)
- Video and TV production (short-form storytelling, branding and corporate storytelling, advertising campaigns)
- Creative services (print and digital ad creative, branded content opportunities such as custom recipe development, art direction, photo shoots, logos, marketing materials)
- Research (market studies, focus groups, reader panels, brand audits)
- Event activation (logistics management, ticket sales, retail/mobile tours)
- Social audit and strategy (engagement audits, content strategy and execution, analytics, influencer campaigns)
- Data services (customer profiling, predictive intelligence)



Catapult's mission is simple: To facilitate dynamic customer conversations. To achieve your marketing goals, they'll co-curate targeted messaging and tap the experts and technology of AIM's enthusiast network. Creative, credible, and connected — their team leverages unrivaled capabilities and reach for your brand.



Custom Content

- Native advertising
- Blogs, newsletters, social
- Influencer networks
- Athlete and expert ghostwriting
- Online classes (B2C & B2B)



Video & TV Production

- Short-form storytelling
- Native content
- Branding & corporate storytelling
- Advertising campaigns
- Long-form features
- TV production & consulting



Lead Generation

- Simple name/email capture
- Content campaigns
- Live & virtual events
- Full nurture/quality campaigns



Creative Services

- Print & digital ad creative
- Photo & video shoots
- Branding strategy & execution
- Logos & corporate assets
- POS displays & packing



Event Activation

- Logistics management
- Full turnkey strategy & execution
- Ticket sales
- retail & other mobile tours



Social Audits & Strategy

- Engagement audits
- Contents strategy & execution
- Analytics & measurement
- Influencer campaigns



Research Services

- Market studies
- Focus groups
- Reader panels
- Brand awareness/loyalty



Data Services

- Customer profiling & tracking
- Multi-audience marketing
- Predictive intelligence