

Taste of Home

**SIMPLE &
DELICIOUS**

2019 Edit Calendar

The Trusted Go-To Source for Family-Friendly Meals

Simple & Delicious is the digest-sized publication that helps busy home cooks get their meals in a flash, using affordable, everyday ingredients. The features in the magazine are inspired by people sharing their best personal recipes, tips and mom-to-mom advice.



FEB/MAR

Happy and Healthy

Close	Materials	In Home
12.6.18	12.14.18	2.13.19

APR/MAY

Simply Spring

Close	Materials	In Home
2.8.19	2.15.19	4.17.19

JUN/JUL

Summer Potluck

Close	Materials	In Home
4.12.19	4.19.19	6.12.19

AUG/SEPT

Weeknight Dinner Hacks

Close	Materials	In Home
5.31.19	6.7.19	8.7.19

OCT/NOV

Let's Feast!

Close	Materials	In Home
8.9.19	8.16.19	10.16.19

DEC/JAN

Make it Merry

Close	Materials	In Home
9.13.19	9.20.19	11.20.19

Rates & Specs

Taste of Home
SIMPLE & DELICIOUS

Advertising Rates • Circulation: 250,000

4-Color	Gross Rate	B&W	Gross Rate	Covers	Gross Rate
Page	\$17,790	Page	\$14,700	Cover 2	\$22,380
2/3 Page	\$13,910	2/3 Page	\$10,040	Cover 3	\$21,660
1/2 Page	\$11,610	1/2 Page	\$7,750	Cover 4	\$22,380
1/3 Page	\$9,250	1/3 Page	\$5,390		
1/6 Page	\$5,390	1/6 Page	\$3,090		

Print Ad Specs

Magazine	Trim Size	Live Area	Bleed Area
Spread	10.5" x 7.375"	10" x 6.875"	10.75" x 7.625"
Full Page	5.25" x 7.375"	4.75" x 6.875"	5.5" x 7.625"

Digital File Requirements

- The required file format is PDF/X-1a 2001 (vector) 300 dpi.
- All supplied PDF/X-1a files must be CMYK. No spot colors. All fonts and images should be embedded. Do not apply style attributes to basic fonts.
- For instructions on how to create a PDF/X-1a go to – <https://tmbi.sendmyad.com> – under HOME - select DASHBOARD – select VIEW FAQs.
- Trusted Media Brands, Inc. utilizes Virtual Proofing technology. A hard copy proof is no longer required. If you opt to use a SWOP proof for your internal color approval render at 100% of size.

Ad Portal Information

tmbi.sendmyad.com

- Create an account or log in if an account is already established
- Select "Send Files"
- Select - Publication (i.e. *Simple & Delicious*)
- Select - Issue (i.e. February/March 2019)

**Do not use dashes, underscores or apostrophes when typing the name of your ad

For more information or production questions, please contact:

Kristine Jacobson Senior Production Manager T 414.423.3919 E Kristine.Jacobson@TrustedMediaBrands.com