



50 Recipes Booklets

Every issue of Food Network Magazine features a removable digest-size recipe booklet, providing 50 different tips or short recipes. It's one of our highest-rated editorial features in every issue...a true reader favorite!

Engagement Among Food Network Magazine Readers...

- 90% pulled out and saved the 50 Recipes Booklet
- 98% make a recipe from an article
- 97% use a tip from the magazine
- 96% take/plan to take action (net) based on an ad

Advertiser Opportunity

- Brand ad on Cover 4 of booklet
- Bonus distribution (qty: 5,000) at retail TBD
- Additional opportunities available upon request

Booklet Themes in 2012

- Superbowl Snacks
- Brownies
- Grilled Cheese
- Tacos
- Milkshakes
- Foil Packs
- Apple Dishes
- 10-Minute Appetizers
- No-Bake Cookies



Source: FNM Edit Survey
 Additional opportunities including retail sampling provided upon request. All details subject to change and pending FNM approval.