

Market Update 2011

COOKING & EPICUREAN



It's the era of the "foodie," where cooks of all skill levels and tastes are paying attention to food. Many media channels are scrambling to cater to them through magazines, TV shows, websites and even entire food channels.

Simmons Market Research Bureau's national consumer survey, Packaged Facts, has determined that 14% of U.S. adults—or 31 million—are foodies, a new type of food lover celebrating a new culture of food.

They're a powerful audience that have many marketers hungry for their business. Yet competing for their attention in the overcrowded market space can be costly and unfulfilling.

The recipe for success in the cooking and epicurean market includes taking your offer straight to the kitchen tables of these consumers. That is where they make many of their kitchen product, gourmet gift, and culinary magazine subscription decisions. The foodies on ALC-managed lists have a big appetite for all food-related offers and represent a smart way to break through the clutter and to speak to them direct.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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Lists with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
Active Interest Media • Vegetarian Times	235,000	\$105/M	Ogden Publications-Herb Companion, Vegetarian Resource Group-Membership, Veggie Fest	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
CHEF'S Catalog	975,000	\$110/M	Gevalia Kafee, The Baker's Catalog, Omaha Creative Group, Inc.	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Chesapeake Bay Crab Cakes & More	26,000	\$105/M	Harry & David, Omaha Creative Group, Inc., Pfaelzer Bros.	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Collin Street Bakery	228,000	\$95/M	Omaha Creative Group, Inc., Pittman & Davis, Inc., Vermont Country Store	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Cushman's Fruit Buyers	154,000	\$95/M	Hickory Farms, Omaha Creative Group, Inc., Wine Country Gift Baskets	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Diabetic Cooking	212,000	\$110/M	Frank Cawood & Associates -Complete Sugar Control, Reiman Publishing-Healthy Cooking Magazine, Rodale-Diabetes Comfort Food Cookbook	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Fairytale Brownies	48,000	\$90/M	Dale & Thomas Popcorn, Harry & David, Mrs. Fields	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Harry & David Mail Order Buyers Masterfile	2,233,000	\$105/M	Godiva Chocolates, Honey Baked Ham, Mackenzie Limited	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst • Food Network Magazine	996,000	\$110/M	Direct Wines, General Mills, Ginny's	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Mackenzie Limited	28,000	\$105/M	Crate & Barrel, Harry & David, Legal Seafood	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Reader's Digest • Every Day with Rachael Ray	1,243,000	\$105/M	August Home Publishing-Cuisine at Home, Food Network Magazine, Ginny's	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale US Whole Life Cooking Masterfile – Cook Book Buyers & Survey Respondents	3,471,000	\$100/M +\$16/M	Frank Cawood-Kitchen Table Book, North America Media Group-Cooking Club of America, Reader's Digest-Every Day With Rachael Ray	Susan Packard – 609-580-2785 susan.packard@alc.com
Wolferman's	407,000	\$100/M	Honey Baked Ham, Mrs. Fields, Omaha Creative Group, Inc.	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Secondary Market List with Proven Continuation Usage in this Market

List	Count	Rate	Sample Continuations	Contact
The Territory Ahead	529,000	\$115/M	Fresh Diet, Harry & David, Inc., Ramblers Way Farm	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com

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Enhanced Files

List	Count	Rate	Contact
Active Interest Media Enhanced Masterfile • Food & Wine Interest	50,000	\$105/M+\$16/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Diabetes Association Enhanced • Gourmet Cooking Enthusiasts	556,000	\$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
AMO Corporate Megafire – Enhanced • Gourmet Cooking Enthusiasts • Recipe & Food Interest	39,000 261,000	\$80/M+\$16/M \$80/M+\$16/M	Lori Sloves – 914-524-5253 lori.sloves@alc.com
Artistic Direct Corporate Enhanced • Gourmet Cooking Enthusiasts • Recipes & Food Interest • Wine Interest	393,000 487,000 157,000	\$95/M+\$16/M \$95/M+\$16/M \$95/M+\$16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
ASPCA Enhanced Masterfile • Cooking Enthusiasts	391,000	\$80/M+\$11/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Barneys New York Enhanced Masterfile • Gourmet Cooking Enthusiasts	96,000	\$120/M+\$16/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
CDS Xpress Moves Magazine Affinity • Cooking Interest	860,000	\$80/M+\$10/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Disney FamilyFun Enhanced Masterfile • Cooking Interest	1,148,000	\$105/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Dow Jones Consumer Enhanced • Gourmet Cooking Enthusiasts	414,000	\$140/M+\$16/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Enhanced Craft Masterfile • Cooking Enthusiasts	384,000	\$105/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist Enhanced • Gourmet Cooking Enthusiasts	187,000	\$145/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Forbes Enhanced Masterfile • Gourmet Cooking Interest • Food & Wine Interest	490,000 136,000	\$140/M+\$16/M \$140/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Frontgate & grandinroad Enhanced Masterfile • Gourmet Cooking Enthusiasts	228,000	\$120/M+\$15/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity International Enhanced • Cooking Interest • Food & Wine Interest	222,000 51,000	\$80/M+\$16/M \$80/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Masterfile • Gourmet Cooking & Food Enthusiasts	2,068,000	\$110/M+\$15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Kiplinger Enhanced Consumer Masterfile • Gourmet Cooking Enthusiasts • Food & Wine Enthusiasts	167,000 42,000	\$140/M+\$16/M \$140/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

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List	Count	Rate	Contact
MH2 Consumers + Credit Wine Aficionados	11,334,000	\$85/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Nederlander Organization Enhanced Database			
• Epicurean Interest	72,000	\$95/M+\$15/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
North Shore Animal League America Enhanced			
• Gourmet Cooking Interest	502,000	\$90/M+\$16/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Northern Tool & Equipment Consumer Buyers Enhanced			
• Gourmet Cooking Interest	278,000	\$110/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Reader's Digest Enhanced Megafile			
• Gourmet Cooking/Fine Foods Enthusiasts	1,567,000	\$100/M+\$12/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Sempris Proven Programs Enhanced Masterfile			
• Cooking Interest	884,000	\$100/M+\$16/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
• Wine Interest	198,000	\$100/M+\$16/M	
Sportsman's Guide Enhanced			
• Gourmet Cooking Enthusiasts	599,000	\$100/M+16/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Recipe & Food Interest	443,000	\$100/M+16/M	
TV Guide Cooking Masterfile	1,286,000	\$105/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window™ Wine & Gourmet	2,196,000	\$112/M	Emily Briody – 609-580-2971 emily.briody@alc.com
• Gourmet Cooking Enthusiasts	766,000	\$112/M+\$20/M	
• Fine Wine Appreciation	311,000	\$112/M+\$20/M	
Weight Watchers Magazine – Enhanced			
• Gourmet Cooking Enthusiasts	498,000	\$105/M+15/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Recipe & Food Interest	346,000	\$105/M+15/M	
Yankee Publishing Enhanced Masterfile			
• Gourmet Cooking Interest	158,000	\$100/M+\$17/M	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next **Cooking & Epicurean** Market mailers with these proven lists.



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