Fine Cooking Magazine

WHERE LIFE
REVOLVES AROUND
THE KITCHEN.



Our readers cook for fun and rely on *Fine Cooking* to enhance their life in the kitchen.





- ***Fine Cooking* celebrates the joys of gathering in the kitchen** and creating delicious home cooked meals. It creates a community for food lovers who enjoy swapping ideas, tips, and little discoveries about cooking.
- **Our readers turn to *Fine Cooking* to learn how to cook better,** not to scope out glitzy restaurants or to sniff the newest perfumes.
- **Our readers love the fact that *Fine Cooking* is the only magazine to present food purely in a cooking context.** It's not a restaurant, exercise or decorating guide. That's why they happily pay more for it ($30 subscription for 6 issues/$5.95 newsstand).
- **91% say it's "the best I know of" or "better than most."** In fact, our readers are so loyal, **40%** don't even subscribe to any other epicurean magazines. So your ad will reach a fresh, unduplicate audience.
- **Our unique editorial content takes the fear out of cooking** and makes food and cooking fun and accessible for everyone.
- **87% of readers say they cook for fun — compared to only 31%** for other food publications (MRI). And when they're having fun, they're more inclined to try new products and services!



Sound like the kind of customers you'd like?



A Trio of Silky Custards

Learn the secrets to making satiny-smooth custard, and then create three different luscious desserts—*crème caramel*, *crème brûlée*, and *pot de crème*

BY JOANNE CHANG

Crème brûlée is to desserts as Tom Cruise is to movie stars; with Cruise as your leading man, you're guaranteed a hit. Whenever I'd put *crème brûlée* on the menu at the restaurant where I worked, it would outsell all the other desserts by such a huge margin that I'd have to start work early to keep up with the demand. Learning how to

99% have cooked from scratch in the past six months. They use their time in the kitchen as a way to unwind and delight in the delicious.



Readers trust our step-by-step techniques and engaging tone to bring the cooking process to life.



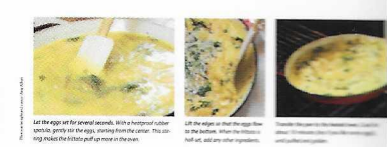
Easy Frittatas for Any Meal

Make a delicious, rustic omelet with your favorite ingredients—try asparagus and mushroom or spinach and Gruyère

BY REGINA SCHRAMBLING

Follow this basic method for any type of frittata



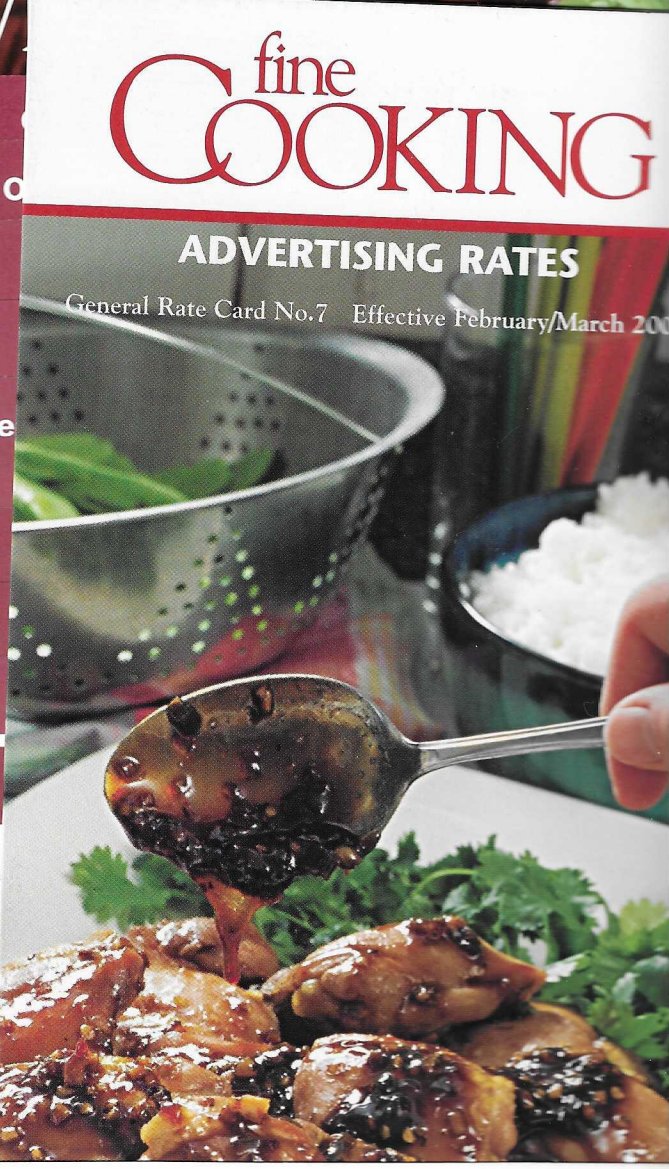


fine COOKING

Demographics/Spending Habit



- Circulation Success Story
- Low Audience Duplication
- Advertiser List
- Reader Demographics
- Buying Habits
- Cooking Habits
- Reader Involvement
- No-Cost Marketing Opportunities
- Advertising Cost Comparison
- Cooking-Focused



Fine Cooking is a celebration of life in the kitchen. Our readers look to it for products and services to help them create, present, and indulge in the delicious.



Circulation Success Story

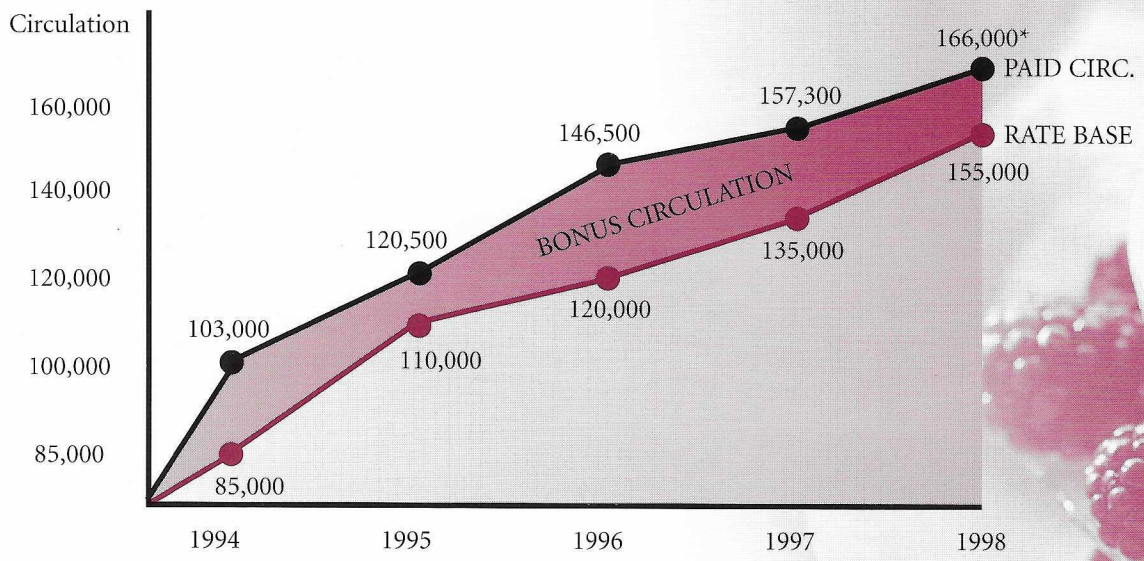
Our average paid circulation is rising steadily.

Fine Cooking readers are devoted to the magazine and pay a premium price for it—$5.95 newsstand/$30 subscription for 6 issues.

Paid circulation continues to grow even with a 1997 15% subscription price increase and 20% newsstand price increase.

- Up 7.3% from an average of 146,500 in 1996 to 157,300 in 1997
- Paid circulation is up 61% in 4 years from 103,000 to 166,000
- Total audience of over 360,000

Circulation has grown rapidly.



*Projected average paid circulation

Source: ABC audit

For more information call
Fine Cooking Advertising at 1-800-283-7252.

The Taunton Press, 63 South Main Street, P.O. Box 5506, Newtown, CT 06470-5506

Low Audience Duplication

Our readership is

Advertiser List

Our high-quality advertisers speak for us.

Reader Demographics

In just four years, nearly 500 advertisers, including the following category

Our readers are upscale and well educated.

Buying Habits

Our readers put their money where their mouths are.

Cooking Habits

Our readers love to cook.

Reader Involvement

Fine Cooking readers

Our readers take action.

No-Cost Marketing Opportunities

Fine Cooking readers have a strong bond with the magazine

Our advertisers enjoy value-added benefits.

Advertising Cost Comparison

Fine Cooking's rate base cost

Our CPM is competitive.

Cooking-Focused

Our pages are solely about food and cooking.

***Fine Cooking* is different from all other epicurean magazines because it focuses solely on cooking skills, techniques, and the pleasure of the cooking process.**

Other epicurean magazines focus on:

Gourmet: Travel

Bon Appétit: Entertaining

Food & Wine: Epicurean Lifestyle

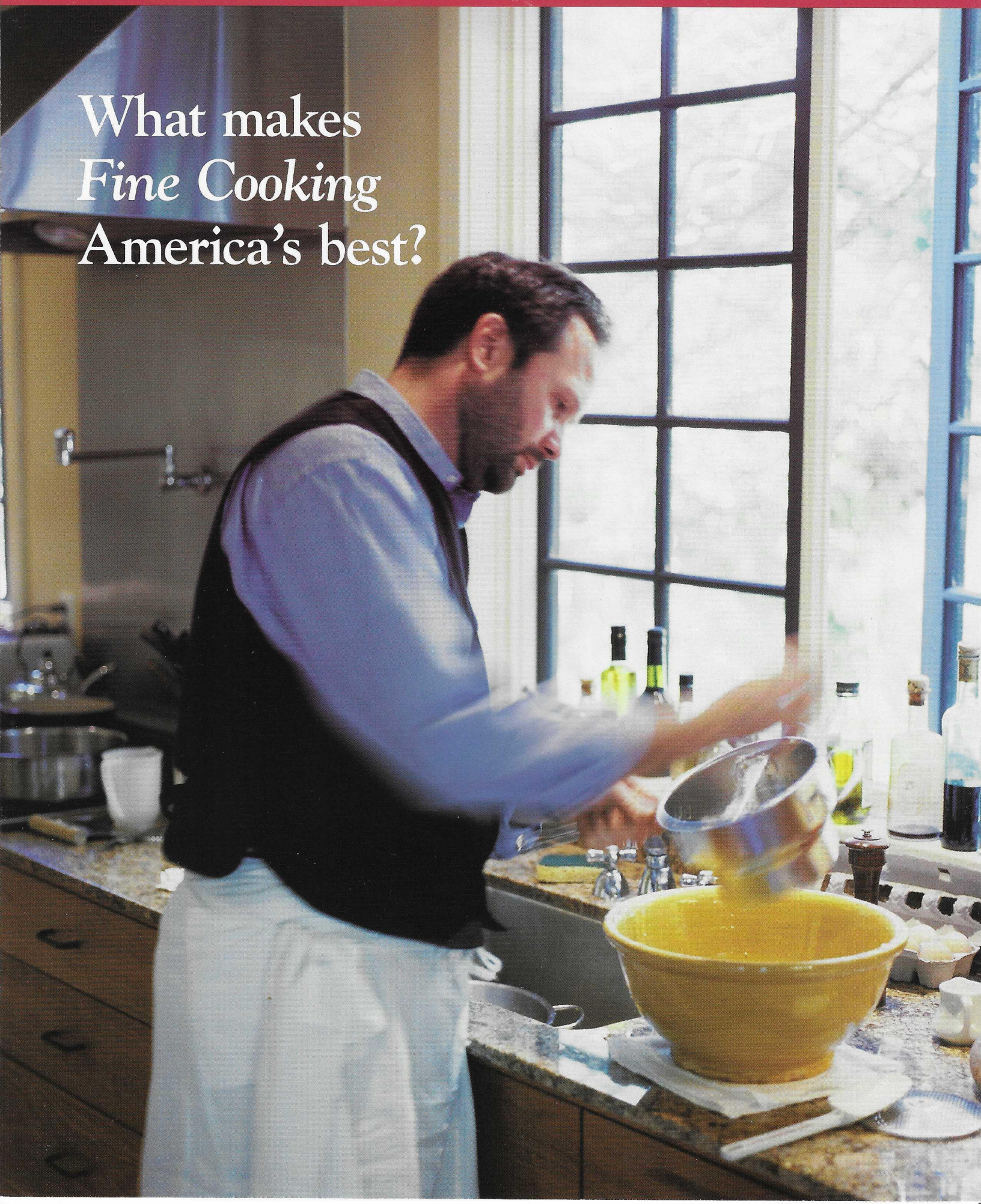
Eating Well: Healthy Lifestyle

Cooking Light: Health and Women's Service

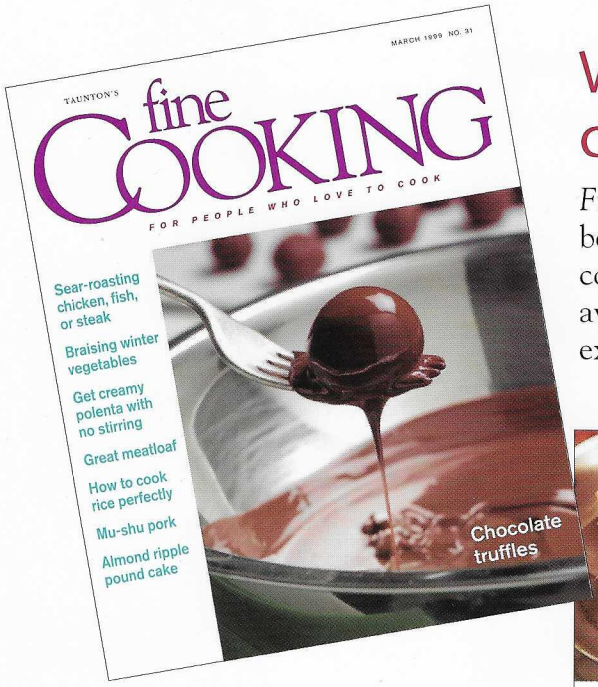
Saveur: Cultural and Food Heritage

For more information call *Fine Cooking* Advertising at 1-800-283-7252.

The Taunton Press, 63 South Main Stre


What makes
Fine Cooking
America's best?

Fine Cooking serves up practical techniques



We focus on the cooking process.

Fine Cooking helps dedicated cooks who want to improve their skills because it focuses entirely on explaining and demonstrating important cooking techniques. Rich with inspiring recipes that call for readily available ingredients, every article contains clear instructions and exciting ways to prepare common — and not so common — foods.



Sear-roasting has two steps: After browning one side of fish, chicken, or meat in an ovenproof pan, flip it and give it a brief blast in a super-hot oven.

"I cook this way every night at the restaurant, turning out lots of orders," says Isabelle Alexandre, "but it works just as well in an apartment kitchen."

Poke the salmon to feel for doneness. With fillets this size, a two-minute roast gives you medium-rare salmon.

A simple dab of compound butter is all you need to sauce Salmon with Lemon-Ginger Butter. Isabelle Alexandre serves it on a bed of mashed potatoes with a side of spinach.

Sear-Roasting for Crisp and Juicy Results

An ovenproof skillet and two quick steps give you fish, chicken, or steak that's seared but still tender outside, moist and perfectly done inside

BY ISABELLE ALEXANDRE

At Postis restaurant in San Francisco, the kitchen gets pretty intense when dinner service is in full swing—heat, noise, hustle—and it's my job to make sure every dish goes out the door cooked to perfection and looking beautiful. It's often fast and furious on a busy night. I cook more than 120 individual dinner orders. For many of them, I rely on a technique that I call sear-roasting, where I quickly brown one side of a piece of steak, chicken, or fish on the stove and then finish it in the oven with a brief roasting. The skillet searing gives a delicate, golden crust on the outside—and the enveloping blast of high heat from the oven ensures that the food cooks completely and stays moist inside without developing too much of a crust.

At the restaurant, of course, we use professional-strength burners and ovens. But cooking this way works just as well in my tiny apartment kitchen, where I have a couple of friends over for a bottle of wine and the type of dinner I'm apt to cook at home—a fillet of salmon with a dollop of compound butter, a boneless chicken breast in a crushed peanut crust, or a strip steak coated with peppercorns and finished with a hefty pan sauce made with red wine and butter.

Seared outside, perfectly cooked inside

Just as the name implies, there are two steps to this cooking method. The initial searing is where you get good color and flavor, the roasting phase gently completes the cooking without toughening the outside of the food.

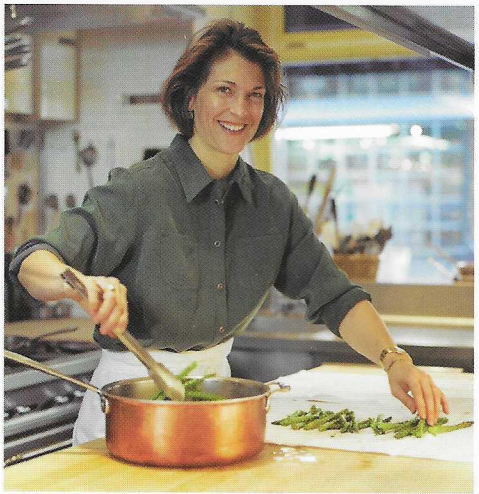
Make sure you take the fish, poultry, or meat out of the refrigerator in time to bring it to room temperature so that it cooks thoroughly. It's also important that whatever you're cooking is thoroughly dry before you season it and put it into the hot pan; moisture will interfere with the browning.

A hot skillet creates a delicate, tasty crust. You'll heat the pan over a medium-high flame and use just a little bit of oil. The pan is hot enough when you see the bare beginnings of smoke. When you tilt the pan, the oil will look ripply. But I caution you, don't let the oil actually smoke; have everything right near the pan so you're ready to swap your ingredients the second your oil is hot enough.

To get that nice brown crust, you'll need to leave the food alone in the skillet for a few minutes undisturbed. But at the same time you need to make sure the food isn't sticking; here's where pan temperature is key. You can check by lifting whatever you'll be cooking with a pair of tongs and touching one edge to the pan surface. If the pan is hot enough, the food will slide easily on the light film of oil. If it sticks, the pan needs to be hotter.

A very hot oven produces a juicy interior. You'll need to turn the oven on as soon as you start





Foremost cooking experts write the articles.

The world's finest chefs, bakers, winemakers, food scientists, and teachers author *Fine Cooking*'s articles. Each issue is packed with proven methods, the very best recipes, individual touches, and unique variations on traditional and regional foods.

to passionate cooks.



Sizing Up Slicers

Can a dedicated food slicer do a better job than a good knife or a food processor? We tested four—from low-end to high-tech—to find out

BY JANET FLETCHER



Making Desserts with Nutty Frangipane

A simple mix of ground almonds, sugar, eggs, and butter makes a fragrant and versatile filling for tarts, cakes, and cookies

BY FLO BRAKER

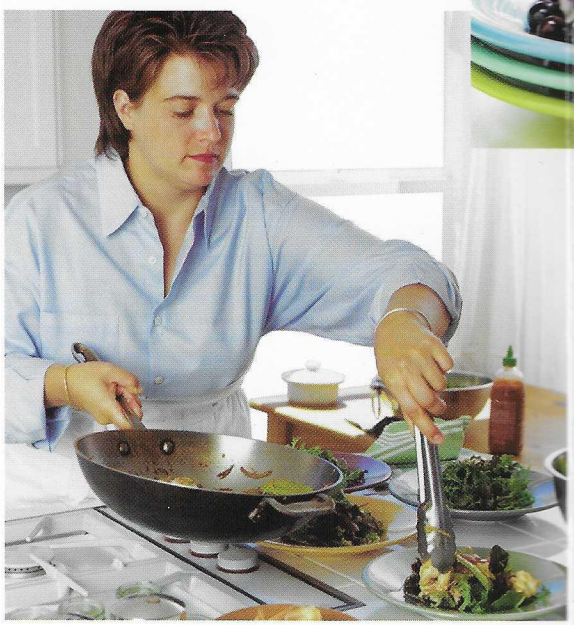
Our recipes work.

Fine Cooking triple-tests every recipe to make sure it will come out right every time. Important steps are clearly shown in authentic photography. Every photo is a full-color shot of real food in a real kitchen during the actual cooking process.



Information that goes beyond the recipes.

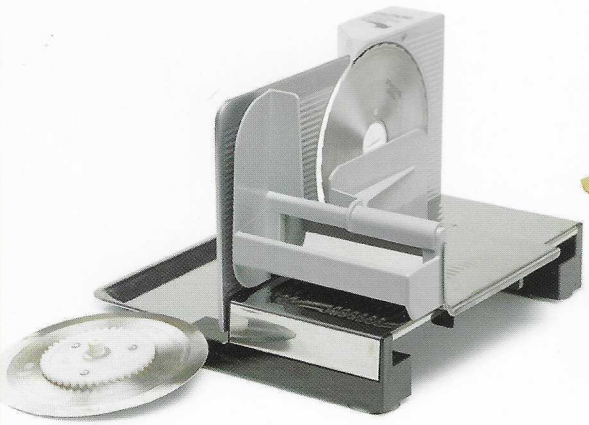
Readers get more than just a list of ingredients. *Fine Cooking* explores and explains what makes great food great. It provides a thorough discussion of how textures and flavors work together and gives readers the confidence to adapt recipes to suit their own tastes.



We test the products.

We test and feature kitchen products in every issue so readers can make educated purchases. And because our readers trust the information we provide, the products we feature are highly sought after.







Fine Cooking *is the best place to reach serious cooks—America's real cooks.*

For more information about *Fine Cooking*, call us at 1-800-283-7252 ext. 531