relish
READER PROFILE

MEDIA KIT 2021

RELISH brings today’s busy families into the kitchen with simple and delicious mealtime and entertaining solutions every month.

TOTAL AUDIENCE 28 MILLION

TARGET
MOMS

SWEET SPOT
WOMEN 25-54

OWN A HOME
67%

ATTENDED COLLEGE
63%

EMPLOYED
57%

MARRIED
55%

Source: MRI-Simmons Doublebase 2020; Publisher’s Prototype.
<table>
<thead>
<tr>
<th>Month</th>
<th>Issue Theme</th>
<th>Issue Close Date</th>
<th>Material Close Date</th>
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<tbody>
<tr>
<td>JAN/FEB</td>
<td><strong>Immune-Boosting Winter Classics</strong></td>
<td>12/1/20</td>
<td>12/7/20</td>
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<tr>
<td>MARCH</td>
<td><strong>The Shortcut Issue! Timesaving Tips, Hacks, Products and Recipes</strong></td>
<td>2/2/21</td>
<td>2/8/21</td>
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<tr>
<td>APRIL</td>
<td><strong>Fresh &amp; Easy Spring Flavors</strong></td>
<td>3/2/21</td>
<td>3/8/21</td>
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<tr>
<td>MAY</td>
<td><strong>Mom’s Best Recipes: A Mother’s Day Tribute</strong></td>
<td>3/30/21</td>
<td>4/5/21</td>
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<td>JUNE</td>
<td><strong>The Grilling Issue</strong></td>
<td>5/4/21</td>
<td>5/10/21</td>
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<td>JULY</td>
<td><strong>Summer’s Brightest Flavors</strong></td>
<td>6/1/21</td>
<td>6/7/21</td>
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<td>AUGUST</td>
<td><strong>A+ After-School Snacks</strong></td>
<td>6/29/21</td>
<td>7/5/21</td>
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<td>SEPTEMBER</td>
<td><strong>The Breakfast Issue</strong></td>
<td>8/3/21</td>
<td>8/9/21</td>
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<td>OCTOBER</td>
<td><strong>The Slow Cooker Issue (Crocktober!)</strong></td>
<td>8/31/21</td>
<td>9/3/21</td>
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<td>NOVEMBER</td>
<td><strong>Back-for-Seconds Thanksgiving Sides</strong></td>
<td>10/5/21</td>
<td>10/11/21</td>
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<tr>
<td>DECEMBER</td>
<td><strong>Comfort, Joy &amp; Cookies!</strong></td>
<td>11/2/21</td>
<td>11/8/21</td>
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**NEW IN 2021**
- **PANTRY PARTY**: Maximize kitchen staples for faster, more flavorful meals.
- **FREEZER PLEASER**: Frozen food items get a special spotlight with easy recipe ideas.
- **RESTAURANT REDO**: Copycat recipes for at-home cravings.
- **PET PARENTING**: Fun and useful info for devoted pet owners.

**REGULAR FEATURES**
- **FIRST BITE**: Get the latest on new products on supermarket shelves, tools to save you time in the kitchen and information and trends to help make dinnertime easy and fun!
- **RISE 'N SHINE**: Breakfast doesn’t have to be boring with these clever twists on the first meal of the day.
- **HEALTHY TABLE**: Lighter takes on family favorites and delicious ways to use healthy ingredients and foods.
- **DEADLINE DINNER**: Family-friendly recipes that take 30 minutes or less.
- **HOLIDAY**: Bring the family together around meals that mark special occasions.
- **FAMILY STYLE**: Ideas for bringing the whole crew together—from games to play, fun themed nights, kid-friendly recipes, and more.
- **3 WAYS WITH**: We show you 3 clever ways to use an ingredient or packaged food.
- **REMIXED**: Recipes that give a twist to family favorite dishes and flavors.
- **PARTY TIME**: Easy ways to mark celebrations big and small.
- **SWEET ENDINGS**: The perfect dessert for special occasions or any day you need something sweet.
- **HOUSE & HOME**: Creative solutions for organizing, cleaning and decluttering, plus easy, on-trend decorating ideas.
- **BUDGET BITES**: Tasty, easy meals that will feed a family of four for under $10.
- **MEALS MULTIPLIED**: Meal planning made easy, with one main recipe and multiple ways to use the leftovers throughout the week.

Editorial content and dates are subject to change.
**Relish Rate Card**

**Media Kit**  
2021

**Effective:** January 2021  
**Circulation:** 8.8 Million

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National rate card #11 (Gross), effective January 2021. Rates subject to change with any publicly announced changes in circulation.

*Units must run opposite FP or M page on the same spread.
MAKE EVERY DAY POP!

POP KITCHEN

Parade.com focuses on what’s trending at the intersection of food, pop culture and lifestyle, while offering our curious, active and inspired audience easy wins that help make every day POP!

Our food channel features unique, shopable content, including influencer recipes, the latest food trends and interviews with cookbook authors to help you make ‘gram-worthy’ food a reality in your own feed.

KEEP IT SIMPLE

In this series, Chef Jon Ashton brings Parade.com’s top performing recipes to life in his home kitchen!
RELISH is a press delivered, non-bleed magazine. Trim size is 8.250 x 9.375 inches. The full “live area” is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.

*Unit must run on the same spread opposite a Full Page or Magazine unit.
PRINTING PROCESS:
RELISH is printed using the rotogravure process.

FILE SPECIFICATION
- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

Additional Specifications:
- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in under-colors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

Proof Requirements: Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then Parade Media cannot guarantee a color match to the supplied proof and we will print to the supplied file.
- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer’s Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: www.swop.org

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  2. Choose publication: i.e. Relish
  3. Choose the issue: i.e. July 1, 2018

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Attn: Premedia

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