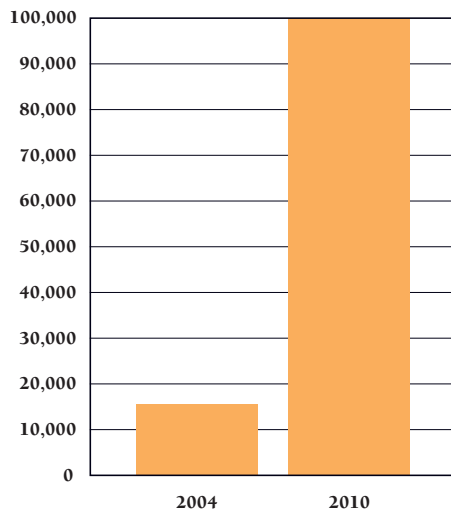
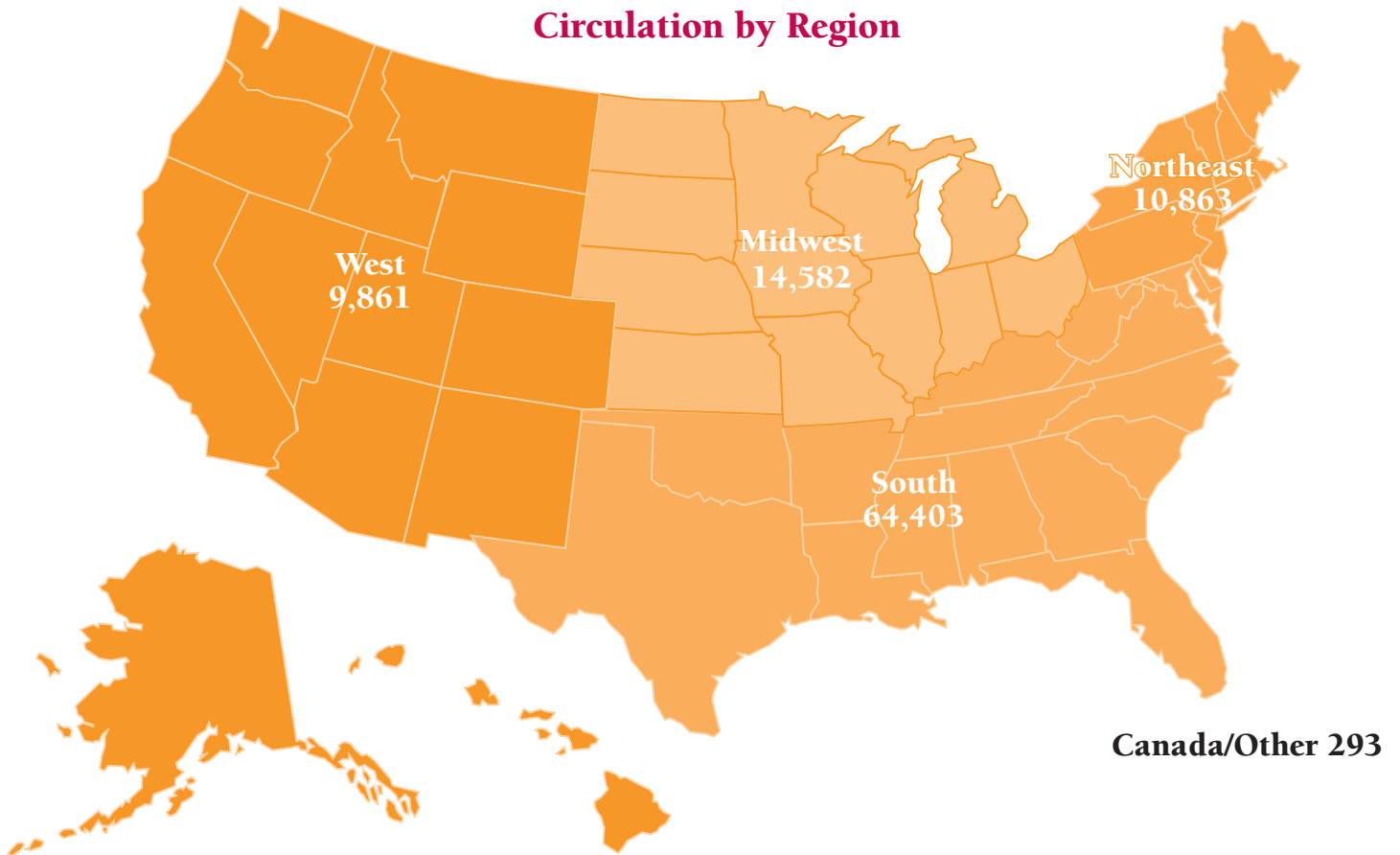


TASTE OF THE SOUTH CIRCULATION

Frequency: 6x/year ● 2010 Total Readership: 280,000 ● Readers per Copy: 2.8
2010 Average Paid Copies: 100,000 ● Cover Price: \$4.99 ● Subscription Price: \$19.98

Circulation by Region



Circulation Growth

590% increase
in circulation!

“Within the South itself, no other form of cultural expression, not even music, is as distinctively characteristic of the region as the spreading of a feast of native food and drink before a gathering of kin and friends.”

—JOHN EGERTON, AUTHOR OF *SOUTHERN FOOD, AT HOME, ON THE ROAD, IN HISTORY*