

WHAT YOU'LL FIND IN EVERY ISSUE



Taste of the South celebrates Southern cooking traditions and the people who give them character. *Each issue features:*

- Over 60 easy-to-follow test-kitchen-proven Southern recipes
- Profiles of unique Southern restaurants, chefs, and companies
- New cooking trends

Taste of the South offers a photo-filled, edit-packed, uncluttered editorial environment focusing on **Southern food and cooking techniques**, **Southern cooking personalities**, **the lifestyle of cooking Southern**, and **Southern culinary destinations**.



OUR STANDING COLUMNS

- **Taste of Tradition:** easy classic recipes and some with a modern twist
- **Fresh Pickings:** seasonal focus on how to cook the region's fruits and vegetables
- **Family Favorites:** heartwarming stories and recipes from readers
- **Tastemakers:** a Southern city and its culinary personalities, events, and restaurants
- **The Well-Equipped Kitchen:** essentials for every Southern kitchen



EDITORIAL HIGHLIGHTS & ADVERTISING SECTIONS

FEBRUARY/MARCH

ISSUE THEME: Southern Road Trips

This issue will be packed with Southeastern travel features. We celebrate the winners of our 2010 Best of the South recipe contest. Plus sweet gifts, a new Southern cookbook, and Mardi Gras stories give this issue extra flavor.

“Tastemakers Tour”—STS

Join *Taste of the South* and the Southeast Tourism Society through this inside look at culinary destinations across the South. Participating advertisers are highlighted in advertorial copy, surrounded by their ad creative for maximum exposure. An online complement features sponsors and links to their sites. Participants are also listed on our reader response reply card.

APRIL/MAY

ISSUE THEME: Springtime Down South

From restaurants to cake baking, nostalgic and traditional cooking styles are a focus for this spring issue. Readers are educated on seasonings, and we share tasty recipes for spring cooking. Restaurant suggestions and other travel tips are a fun component of our travel stories.

JUNE/JULY

ISSUE THEME: The Lazy Days of Summer

Our early-summer issue is packed full of inspiration for making the most of your farmers' market purchases, from fresh fruits to local honey. We also encourage outdoor dining with a story on family reunions and the newest grilling tools.

SOUTHERN COMFORT FOODS SIP

AD CLOSE: 4/28/10 • ON-SALE: 6/29/10

Food doesn't get any better than this! In this special newsstand issue, *Taste of the South* editors share their favorite comfort food recipes, including savory and sweet dishes you'll remember from childhood, plus new must-try recipes to tempt the taste buds.

AUGUST/SEPTEMBER

ISSUE THEME: Enjoying Summer's Bounty

In this issue, we equip our readers with handy kitchen tools and delicious recipes for summer meals where vegetables are the focus. We travel to find a great oyster harvest plus more trip suggestions through our regular Tastemakers column.

“Tastemakers Tour”

This inbook and online special advertising section gives readers an inside look at culinary destinations across the South. Participating advertisers are highlighted in advertorial copy, surrounded by their ad creative for maximum exposure. They are also included on a reader response reply card.

OCTOBER/NOVEMBER

ISSUE THEME: Fall is in the Air

Southern cooks plan well in advance for a delicious Thanksgiving meal, and *Taste of the South* goes all out to be our readers' go-to source for ideas. Fall desserts are important at Thanksgiving and all season long, so we make sure our readers have plenty to choose from.

CHRISTMAS COOKING SOUTHERN STYLE SIP

AD CLOSE: 8/6/10 • ON-SALE: 10/19/10

For Southerners, food is an important part of Christmas celebrations. This special newsstand issue will feature the best recipes for hosting a Christmas to remember, with many different menu plans, plus appetizers, snacks for Santa, delicious desserts, and much more.

DECEMBER/JANUARY

ISSUE THEME: Home for the Holidays

Warm dinners and desserts are the focus of this issue, along with great ideas for holiday meals and sweet treats. With plenty of travel inspiration, readers can snuggle up with their new issue and plan their spring vacations.

Sections and events are subject to change. Other events may be available.