

## Cooking Light Magazine

(Updated 6/2023)

Cooking Light (QUARTERLY), the most popular food magazine in the country, provides inspiration and strategies to create food that's delicious, easy and most importantly, healthy. In every issue readers get the inside track on living fit, feeling good, and looking great. There are scores of delicious, nutritious recipes in every monthly issue, as well as expert advice on fitness, beauty, healthy habits, and the indulgences that make healthy living fun.

**Gender:**  
79% Female/19% Male

**Source:**  
DTP, Other

### Counts and Rates:

42,451	Total Universe	\$115/M
42,451	Active Subscribers	\$115/M
37,958	Active DTP Subscribers	+\$12/M
6,312	3 Mo Hotline	+\$12/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

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Cooking Light subscribers range from veteran cooks who want to "lighten up" to novices determined to give up prepackaged "diet" meals. They live active lives and are interested in healthy eating and living.

### Selections:

3 Mo Hotline	\$12/M
Change of Address	\$12/M
DTP	\$12/M
Renewals	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
ZIP Select (4 or more)	\$15/M
Adult Age/Child Age	\$16/M
Income	\$16/M
Product Selects	\$16/M
Lifestyle Interests	\$16/M
Net Name (50M or more)	@85/8.50

### Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

### Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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All processed orders cancelled before mail date will incur a \$100 selection, and shipping charges. Orders cancelled after the mail date incur no charges.

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