

# rachael ray

## IN SEASON

**Rachael Ray** magazine is rolling into a whole new look and format in 2020, as a premium print quarterly. Rachael is here to tell stories, offer inspiration, and get our readers excited about cooking with their families. Every issue is designed to be a collector's item, a keepsake somewhere between a book and a magazine and your family photo album. We are slowing things down and giving our readers an experience they'll want to stretch out, rather than race through—seasonal how-tos, inspiration, and ideas for where to go out, what to do at home (and to your home), what to drink, what to buy, and, most important—what to eat! We still have that accessible Rachael spirit, but we're an elevated read—premium paper, lush photography, simpler and more beautiful design.



**+ EFFECTIVE PRODUCT UTILITY**  
*Collectible, informative, longer shelf life*

**+ SUPERIOR AD ENVIRONMENT**  
*High quality paper stock to showcase your product*

**+ CONSUMER-DEMANDED EDITORIAL**

**+ UNCLUTTERED AD SPACE**

<b>THEME</b>	<b>ISSUE CLOSE</b>	<b>ON SALE</b>
WINTER-SPRING	11/19/19	1/17/20
SUMMER	3/17/20	5/22/20
HARVEST	6/16/20	8/14/20
HOLIDAY	9/8/20	11/6/20

### **DISTRIBUTION\***

Distribution: **400,000**

### **RATES (NET)**

Cover 2	\$19,800
Cover 3	\$18,500
Cover 4	\$22,500
4-color ROB	\$17,500

### **SPECS**

- 8¼" X 10⅞"
- 100-page magazine
- 143# cover stock / 60# body stock

### **NEWSSTAND PRICE\***

\$9.99

### **MATERIALS**

Submit PDF/X-1a files via Meredith Ad Express:  
**MEREDITH.SENDMYAD.COM**

For more information, contact your sales representative or **VP/PUBLISHER, KARLA PARTILLA** at [Karla.Partilla@meredith.com](mailto:Karla.Partilla@meredith.com).

All editorial subject to change.

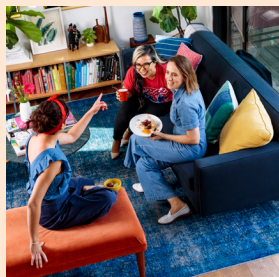
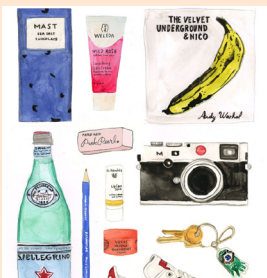
\*Newsstand price and distribution subject to change.

# An Adventure with Rachael as Your Tour Guide

**rachael ray**  
IN SEASON

The new *Rachael Ray In Season* feel will be elevated but accessible, contemporary but collectible—a tight package of content that loosens up the clichés of magazines and includes:

- Deeper-dive well content
- Emotional and heartstring-tugging stories
- More home + entertaining



## Get a Taste of Our New Sections!

### The Dish

A look at trends inside and outside the food world, all relevant to the Rachael Ray reader. Includes: **Chew&A**—an interview with a buzzworthy chef and their new venture; **Rachael's favorite beauty, fashion and home products** in a brilliantly designed, illustrated page; a **new music column** with new releases our readers will love; and a leisurely, **highly visual travel section** packed with destination recommendations.

### What's in Season

Our fast, easy, fresh weeknight cooking ideas and solutions **for busy home cooks** get a redesign to have more of a **cookbook feel**—ingredient breakouts, active and total time counts, etc.

### The Insiders

Columns of advice and **actionable information from the experts Rachael trusts the most!** Her wine gal, **Rita Jammet of La Caravelle champagne**, on how to pick what to drink each season; **celebrity caterer Mary Giuliani**, responding to readers' entertaining dilemmas; her favorite health experts sharing deep-dive advice on physical and emotional self-care; **Michael Murray**, her furniture design partner and GM of Rachael Ray Home, on simple DIY changes that inspire you to upgrade your space; pet rescue stories, plus service-driven sidebars and the occasional pet recipe; "Talk to Strangers," a **Q&A between Rachael and a creative who inspires her**.

### The Well

**Big, expansive features, including:**

- + **30 Minute-Meals** with an aesthetic refresh, re-centering on the simple meals with fewer ingredients that has always been the cornerstone of Rachael's brand
- + For when you have more than 30 minutes and want to create something truly special for your family or friends, there's our "project cooking" **Sunday Meal**—which Rachael will tell you doesn't have to be on a Sunday! It's for learning a new technique and sharing the results with the people you love most and breaking bread together.
- + Food is love...and so is home! In each issue, we feature a warm, welcoming, meaningful and inspiring story that centers on **celebrating a home renovation or entertaining moment in a space** where we see people gather and connect over food and drink!

### The Workbook

Not as hard as it sounds! A selection of **super-servicey how-tos to help you up your kitchen game**. Genius ideas for things like peeling massive amounts of garlic, making candied citrus, or the best port wine simple syrup of all time, and learning the end-all-be-all technique for a better butter crust.