



rachael ray
everyday

RATEBASE: 1,700,000
FREQUENCY: 10 TIMES A YEAR

EDITORIAL MISSION

Rachael Ray Every Day serves up Rachael's can-do spirit and relax-the-rules attitude. We give you delicious recipes you can't wait to make, smart shopping tricks that save you time and money and new ideas for cool places to go and fun things to do with family and friends.

We're all about spicing up your routine and moving fun to the top of your to-do list.

AUDIENCE PROFILE

Readership	5,812,000	Took action as a result of reading an ad	61%
Median Age	51 years	Subscriptions:Newsstand Ratio	100:0
Median Household Income	\$61,116		
Own Home	67%		
Median Home Value	\$234,749		
Female:Male Ratio	87:13		