

300 West 57th Street, 19th Floor
New York, NY 10019



Credit Authorization Office

PRSRT STD
U.S. POSTAGE
PAID
HEARST

▶ IMPORTANT ACCOUNT INFORMATION

Credit Amount:

— \$24.90

To the Order Of:

Sample A. Samplexxxxxxxxx

123 Any Street

Apt 123

Anytown City, ST 01234-5678



DO NOT DISCARD



Place Sticker
On Form Inside!

GUARANTEED RATE ADJUSTMENT



PO Box 6035
Harlan, IA 51593-5535

**YOUR ADJUSTED RATE
-- 70% SAVINGS!**

Annual Cover Price \$39.90
Credit Adjustment -\$24.90

Guaranteed Lowest Rate **Only \$15**

Credit Amount:
-\$24.90

To the Order Of:

Sample A. Samplexxxxxxxxx
123 Any Street
Apt 123
Anytown City, ST 01234-5678



0123456789 0123 456789 0123456789

Plus, I'll receive a FREE GIFT, *Food Network Magazine's* exclusive TOTE BAG, as a bonus gift with my paid subscription order.



Double My Savings:

I'll take 2 years now for just \$30.

Payment Method:

- Check enclosed — please send my *FNM* Tote Bag! (Make payable to *Food Network Magazine.*)
- Bill me.

E-mail _____
We respect your privacy — we'll never provide your e-mail address to third parties.

To avoid hassle and maximize your savings, your subscription will continue unless you ask us to stop. Each year, you'll receive a reminder notice followed by an invoice for the low renewal rate then in effect. You may cancel at any time and receive a refund on all unmailed issues.

▲ Detach here and mail top section in postpaid reply envelope enclosed. ▲



FirstName LastName,

You are the recipient of a guaranteed credit of -\$24.90 toward a subscription to *Food Network Magazine*. This one-time credit is valid only if it is accepted and paid on time.

Your -\$24.90 credit will be automatically applied to your account when you reply by: XX/XX/2012.

THIS CREDIT IS NOT TRANSFERABLE.



7 Reasons you've received this special invitation:

You love to please your family and friends. You'll be basking in compliments when you serve our delicious, can't-fail appetizers, entrées, side dishes, desserts and drinks.

You're inspired by new recipes. Every issue is packed with more than 100 great recipes, including old favorites with new twists and dishes from around the world.

You're fascinated by world-famous chefs. Get to know them — up close and personal — in *Food Network Magazine*. Learn their secret tips and techniques. Discover their shortcuts. Enjoy their favorite dishes!

You're on the go. No matter how busy you are, you'll be savoring wonderful meals you can make quickly and easily — in just minutes!

You want to cook healthier. Prepare light dishes that taste amazing (including old favorites like mac and cheese)! Plus, find smart new ideas for seasonal ingredients.

You enjoy watching Food Network. Take the next step! Subscribe today and get the inside scoop on TV's hottest food personalities.

PLUS... Celebrity kitchens, test-kitchen tips, top-secret restaurant recipes, contests, and a FREE TOTE with your paid order!

Money-Back Guarantee: If you are ever dissatisfied for any reason, you can get a full refund on all unmailed issues, no questions asked.

FN12-SCA-OF

TO CLAIM YOUR ONE-TIME RATE ADJUSTMENT, PLEASE DETACH THIS PORTION AND RETURN IN PREPAID ENVELOPE ENCLOSED. THANK YOU.



Learn from the Best Chefs in America! Subscribe to *Food Network Magazine*.



◀ Paula Deen

Paula Deen, one of America's most recognized chefs, learned the secrets of real Southern cooking from her grandmother. Her Savannah restaurant has gathered accolades from critics and media alike. Paula's best-selling cookbooks include *Paula Deen and Friends: Living It Up*, *Southern Style*, and others.



◀ Guy Fieri

Guy Fieri is a multi-restaurant entrepreneur and author of two *New York Times* #1 best-selling cookbooks. Guy hosts Food Network's *Diners, Drive-ins and Dives*; *Guy's Big Bite*, and *Tailgate Warriors*. He is the author of *Guy Fieri Food: Cookin' It, Livin' It, Lovin' It* and two other cookbooks.



◀ Bobby Flay

Bobby is an American culinary icon and host of four Food Network shows: *Boy Meets Grill*, *BBQ with Bobby Flay*, *Throwdown! with Bobby Flay*, and *Grill It! with Bobby Flay*. He is the author of 10 acclaimed cookbooks and has received 10 awards for his shows and restaurants.



◀ Tyler Florence

Tyler is the host of Food Network's *The Great Food Truck Race* and *Tyler's Ultimate*. He owns three restaurants in California and has launched his signature lines of cookware and titanium cutlery. His best-selling cookbooks include *Dinner at My Place* and *Tyler's Ultimate: Brilliant Simple Food to Make Any Time*.



◀ Alton Brown

After training at the New England Culinary Institute, Alton developed *Good Eats*, winner of a Peabody Award for journalism 2007. His cookbook, *I'm Just Here for the Food*, won a James Beard Foundation Award. Alton appears regularly on *Iron Chef America*, and is the host/judge on *The Next Iron Chef*.



◀ Ina Garten

Ina's Emmy Award-winning *The Barefoot Contessa* is known for recipes that emphasize fresh ingredients and time-saving tips. Her most recent cookbooks include *Barefoot Contessa: How Easy Is That?* and *Barefoot Contessa - Back to Basics*. She is a food columnist for several popular magazines. Her Barefoot Contessa Pantry line baking mixes and sauces are popular around the country.

Introducing...

Food Network Magazine is unlike any food magazine you've seen before. Here's why: It's inspired by all that's great about Food Network — the personalities, food facts, recipes, techniques, entertainment, behind-the-scene scoops, how-tos & more.

The magazine is as diverse as Food Network itself, serving up recipes from all sorts of cuisines for all kinds of cooks, from basic weeknight meals to spectacular dinner parties. We dress up and dress down. Eat in and eat out. We cook from the box and cook from scratch. We cook and eat like real people — and have a blast doing it!



Can't Fail Recipes



Celebrity Chefs

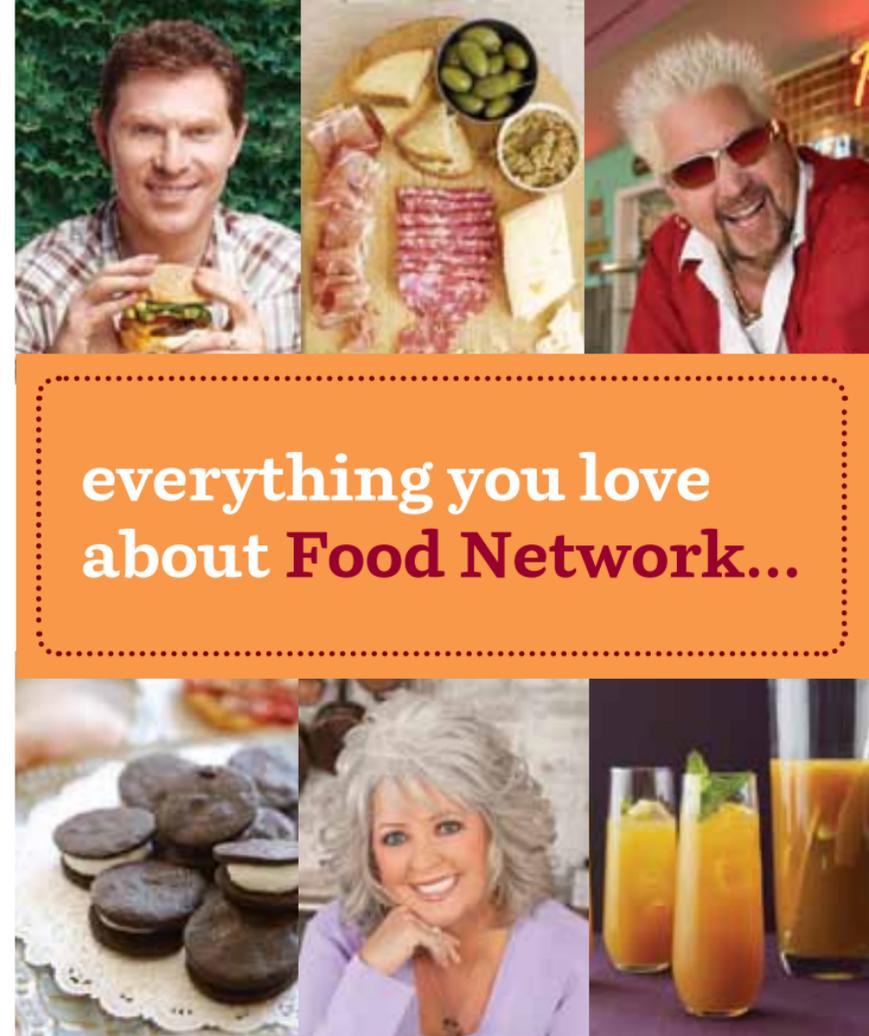


Healthy Eating



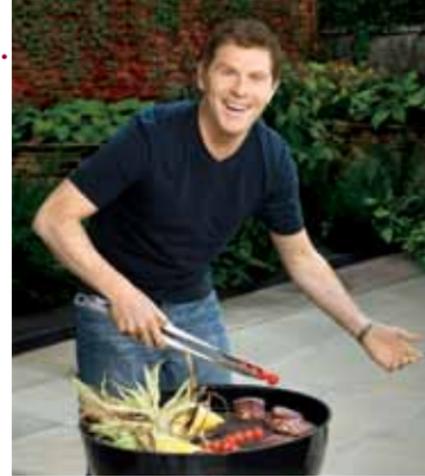
everything you love
about **Food Network**...

Subscribe to *Food Network Magazine* Today and
Get Your FREE GIFT!





...is now being served up in a new magazine!



Every issue is packed with:

- More than 100 amazing recipes!
- Handy pull-out recipe booklet
- Cooking secrets from your favorite hosts
- Tips from Food Network Kitchens
- The stars' favorite tools
- Cocktail & wine pairings
- Beautiful table settings **and more**



Where food is fun and you can cook like a star!

Find tips, techniques and tools.

Gain smart, practical ideas for taking your cooking to a whole new level. You'll learn time-saving techniques. Food presentation tips. Secrets to perfect wine pairings. Find out which tools are tops. How to organize your kitchen like a chef. How to set a stunning table. And how to always leave your guests hungry for more!



Get the inside scoop from your favorite TV hosts.

Indulge in some good old kitchen chit chat with Food Network's hottest food personalities as they share stories and reveal the secrets they've learned along the way. Visit them on set. Tag along on road trips. Join them at all their favorite restaurants. Even tour their own home kitchens.

Find out what they cook and eat when no one's watching — and stock up on lots of fresh ideas and inspiration!



Discover amazing recipes for every kind of food lover.

Whether you're a casual cook or accomplished chef, looking for a quick weeknight meal or planning a dressed-up dinner party, you'll find tons of fresh ideas plus photos and helpful tips with every recipe. Like comfort foods. Beloved classics. Lightened-up favorites. And secret, sought-after restaurant recipes you won't find anywhere else!



Pullout recipe booklet in every issue!



Subscribe now and get our special discounted rate.

Cook with us. You'll *love* it, too!



We L  ve to Eat

These Words...

Our readers say they *love* us, *devour* us and *read us cover to cover*...

"Absolutely **love** the new magazine! I think you have a terrific mix of articles and recipes for everyone — from the beginner to the more sophisticated. Great job!"

— *Belgrade, MT*

"I don't often have time to sit and enjoy my foodie magazines — but **I read this one cover to cover** without interruption . . . and can't wait for the next issue!"

— *Somerset, MA*

“Love It, Love It, Love It.” — *Elmira, OR*

"I recently received your premiere issue of *Food Network Magazine*. I **devoured** it! Twice! I am continually nibbling over it."

— *Clinton, CT*

"Where have you been? You are a **shining star** in the cooking magazine world."

— *Garden Grove, CA*

"I am a devoted Food Network fan — passionate about good food, impressed by good cooks, and inspired by a creative hand in the kitchen. This one magazine brings it all together for me. **Love** it!"

— *Upton, MA*



ABOUT YOUR ADJUSTED RATE:

The publisher has applied a **credit adjustment of \$24.90** to your account when you reply by XX/XX/2012. No other extensions will be granted.

Act now to subscribe to *Food Network Magazine* at the guaranteed lowest rate of **just \$15.00 for one full year.** A lower rate will never cross your desk.

Please note: your **one-time credit** is unavailable to the general public and is not transferable.

XXXXXXX

