

2014 MEDIA KIT



entertain *decorate* Celebrate

In the festive spirit of Christmas, Halloween, and all our favorite seasonal occasions and get-togethers, *Entertain Decorate Celebrate* showcases inspirational ideas for decorating, table setting, menu planning, party hosting, and much more.



Our Readers



Female **95%**
Average Age **53 years**
Average HHI **\$110,987**
Average Home Value
\$302,972

Love the Magazine

60% rate *Entertain Decorate Celebrate* as "one of my favorites"

72% of *Entertain Decorate Celebrate* readers follow us on Facebook

Are Passionate About Entertaining

74% are most interested in dinner party ideas

70% entertain once or more a month

Spend an average of **\$125** on food when entertaining

Entertain Decorate Celebrate readers' favorite category is **party themes** followed by **recipes**

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2014 Editorial

JANUARY/FEBRUARY *Winter*

Ad Closing/Materials Due: 10/2/13 | **On-Sale:** 12/24/13

Valentine's Day card crafting • Mardi Gras Dinner
Princess Birthday Party

MARCH/APRIL *Spring*

Ad Closing/Materials Due: 12/20/13 | **On-Sale:** 2/25/14

Mother's Day • Easter • Girl's Night Out Birthday Party

MAY/JUNE *Summer*

Ad Closing/Materials Due: 2/20/14 | **On-Sale:** 4/22/14

July 4th • Moroccan Poolside Tablescape
Baseball Birthday Party

JULY/AUGUST *Fall*

Ad Closing/Materials Due: 4/24/14 | **On-Sale:** 6/24/14

Wine Tasting Party • Kitchen & Cooking Bridal Shower
Farm-to-Table

SEPTEMBER/OCTOBER *Halloween & Thanksgiving*

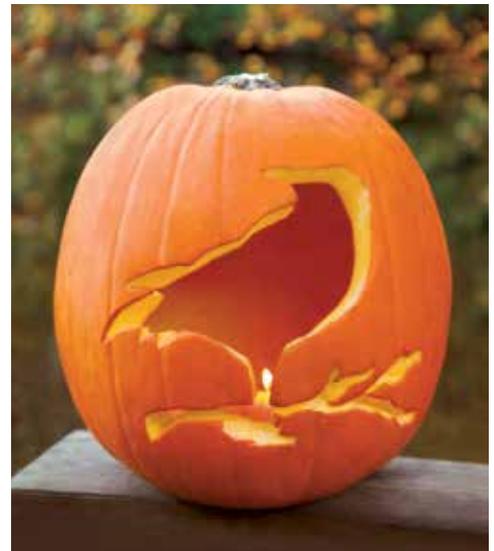
Ad Closing/Materials Due: 6/19/14 | **On-Sale:** 8/19/14

Halloween Pumpkin Carving • Thanksgiving • Fall Tablescape

NOVEMBER/DECEMBER *Christmas/Family Celebration*

Ad Closing/Materials Due: 8/28/14 | **On-Sale:** 10/28/14

Neighbor Ornament Crafting Party • Christmas Table
New Year's Tablescape

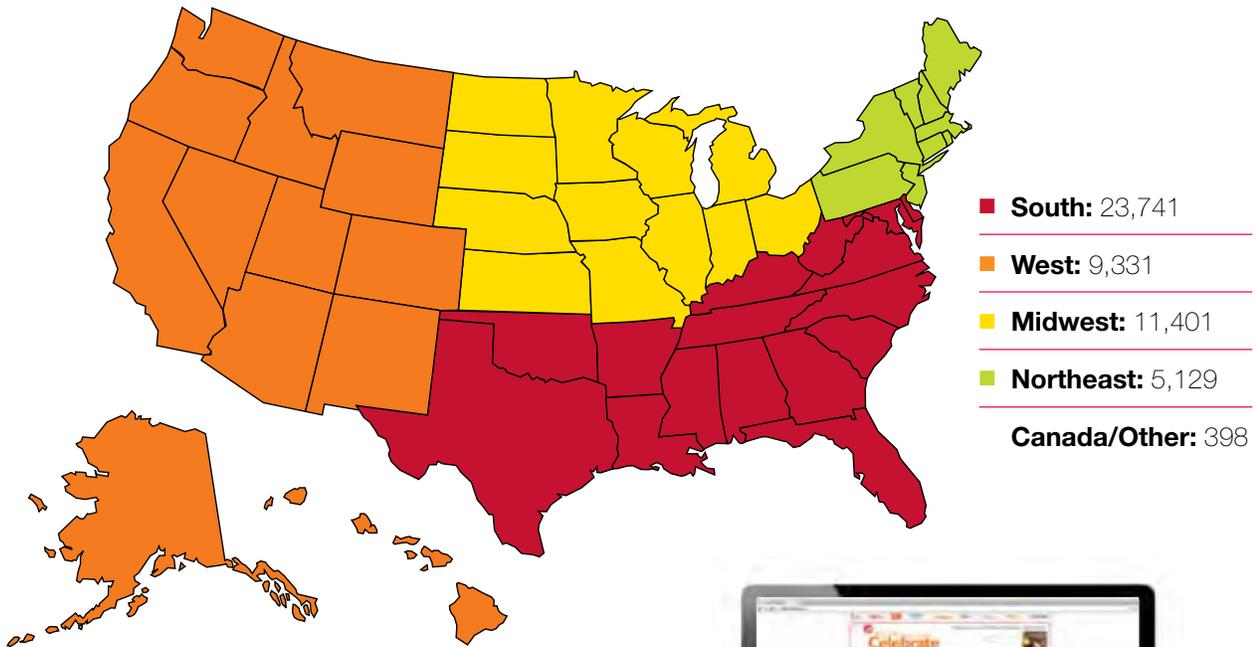


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2014 Circulation

Frequency: 6x/year | Total readership: 150,000 | Readers per copy: 3 | Average paid copies: 50,000

Digital subscribers: 3,500 | Cover price: \$7.99 | Subscription price: \$24



We have healthy website activity and a strong social media following.

Average monthly impressions: 35,000



Followers: 5,326*



Likes: 2,911*



ASK ABOUT our digital offerings

The
POWER
of
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hoffmanmedia

Publisher of nine successful circulation-driven titles such as *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Entertain Decorate Celebrate*, *TeaTime*, *The Cottage Journal*, *Louisiana Cookin'*, and *fresh style*.

Committed to a 30/70% ad/edit ratio maximum in all our magazines, guaranteeing a clean, uncluttered environment for readers and advertisers.

Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.

cooking with
Paula
DEEN

Victoria

SOUTHERN
Lady

taste
south

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TeaTime

the
cottage
journal

Louisiana
cookin'

freshstyle

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AAM Membership Applied For
*As of November 2013

Mechanical Specs



Publication Trim Size: 7.875" x 10.5" **Note:** Keep all vital advertising material at least .25" from final trim edge.



Size	Non-Bleed	Bleed
Full Page	6.875" x 9.375"	8.125" x 10.75"

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Attn: *Entertain Decorate Celebrate*, Production
Hoffman Media, LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243

Phone: 205.262.2193 | Fax: 205.991.0071 | production2@hoffmanmedia.com

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen—limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

Please Note:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.