



# Louisiana Cookin'

*Louisiana Cookin'* is the only national publication devoted to true connoisseurs of Louisiana's unique culture, cuisine, and travel destinations. Our mission is to provide our readers with the insider's guide to the best Louisiana foods, restaurants, culinary stops, and travel destinations throughout our 64 parishes. Each issue is full of specialty Cajun and Creole products, menu ideas, how-tos, and tips from amateur cooks and professional chefs alike. *Louisiana Cookin'* offers readers a glimpse into the ways of life of the unique individuals that give Louisiana a culture unto itself—and second to none when the subject is food.



2014  
MEDIA  
KIT

# Our Readers



Female **76%**  
Male **24%**  
Average Age **51 years**  
Average HHI  
**\$106,843**

## Are Loyal & Passionate

*Louisiana Cookin'* readers are devoted to our publication and our brand. They trust our magazine to give them the very best Louisiana has to offer.

Spend an average of **1.9 hours** with each issue

As a result of reading *Louisiana Cookin'* magazine:

- 89%** have prepared a recipe
- 28%** traveled to a featured location
- 45%** dined in a featured restaurant
- 47%** purchased a product
- 25%** attended an event

Prepare an average of **3 recipes** from each issue

**73%** are interested in attending *Louisiana Cookin'* events

## Crave Cajun/Creole Cuisine

As the largest epicurean magazine in the nation focusing on Louisiana and Cajun/Creole cuisine, *Louisiana Cookin'* gives readers the taste they crave.

**70%** say their favorite style of cooking is Cajun/Creole

Agree that the **3 most important elements** when preparing a recipe are: ease of preparation, unique flavor/taste, and authenticity

Are the **most interested in authentic Louisiana** cookbooks, spices/mixes, coffee, and specialty desserts



## Spend Money on Ingredients or Restaurants

There are plenty of ways to spend money on food and our readers are always searching for new ingredients and restaurants to try.

Excluding ingredients on hand, nearly **51%** are willing to purchase **3 to 5 additional ingredients** to prepare a recipe

**Over 64%** have purchased a specialty or hard-to-find ingredient online or at a specialty food store in the last 12 months

They dine out an average of **2 times** per week

**Louisiana**  
**COOKIN'**

Source: 2013 *Louisiana Cookin'*  
Readership Survey

## Our Readers



### Tap Into the Tourism Trade

The magazine reaches tourists via public placement in more than 13,000 hotel rooms and bed-and-breakfasts across Louisiana, and thousands of copies are snapped up at fairs, festivals, and farmers' markets.

### Premier New Orleans Hotels

Astor Crowne Plaza • Harrah's • JW Marriott  
Le Pavillion • Le Richelieu • Loews Hotel  
Hotel Monteleon • Omni Royal Crescent  
Ritz-Carlton • Royal Sonesta

### Travel to Louisiana

With all that Louisiana has to offer, it's no surprise that our readers love to travel and experience the state. And when it comes to food and events, they look no further than the pages of *Louisiana Cookin'* to plan their trips.

Travel to Louisiana an average of **3.6 times a year**

**60%** of readers are willing to travel **250 miles or more** to reach a Louisiana destination

**85%** said they are most interested in the Southeast region of Louisiana

**88%** are prompted to travel to Louisiana because of food

**58%** are prompted to travel to Louisiana because of festivals

**47%** said their favorite categories in the magazine, aside from recipes, are **travel and the event calendar**

**69%** travel to Louisiana destinations by car

**29%** travel to Louisiana destinations by air

Source: 2013 *Louisiana Cookin'*  
Readership Survey

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# 2014 Editorial

## **JANUARY/FEBRUARY** *Mardi Gras*

**Ad Closing/Materials:** 10/22/13 | **On-Sale:** 12/24/13  
King Cake History • Roux Revealed • Parade Sandwiches

## **MARCH/APRIL** *Spring Gatherings*

**Ad Closing/Materials Due:** 12/20/13 | **On-Sale:** 2/25/14  
Easy Crawfish Appetizers • Creole Easter Lunch  
Gumbo Z'herbes • Festival Foods

## **MAY/JUNE** *Seafood Issue*

**Ad Closing/Materials Due:** 2/19/14 | **On-Sale:** 4/22/14  
Cooking with Louisiana Craft Beers • Pickled Peppers  
The Ultimate Crawfish Boil

## **JULY/AUGUST** *Travel Issue*

**Ad Closing/Materials Due:** 4/23/14 | **On-Sale:** 6/24/14  
Smoked Ribs • 5 Tasty Weekend Road Trips  
Cajun-Style July 4th • Cajun Spice

## **SEPTEMBER/OCTOBER** *Restaurant Issue*

**Ad Closing/Materials Due:** 6/18/14 | **On-Sale:** 8/19/14  
Chefs to Watch • Cooking with Power (Emeril Lagasse)  
Couchon de Lait • Best Restaurants in Louisiana

## **NOVEMBER/DECEMBER** *Dessert Issue*

**Ad Closing/Materials Due:** 8/20/14 | **On-Sale:** 10/21/14  
Citrus • Christmas Eve Dinner • Bayou Oyster Roast  
Bread Pudding



## **In Every Issue**

### *Afield & Afloat*

Jay D. Ducote's ideas for preparing fresh seafood and wild game

### *Light & Fresh*

Holly Clegg's lighter take on tried and true Louisiana favorites

### *In Season*

Stories and recipes from Marcelle Bienvenu's life in South Louisiana

### *Chef's Table*

Features on Louisiana's hottest chefs and restaurants

### *Gatherings*

Menus and entertaining tips for every season

### *Louisiana's Best*

Editor's picks of the best in Louisiana, from po-boys to gumbos

### *Local Pantry*

Explores traditional Cajun and Creole ingredients and techniques

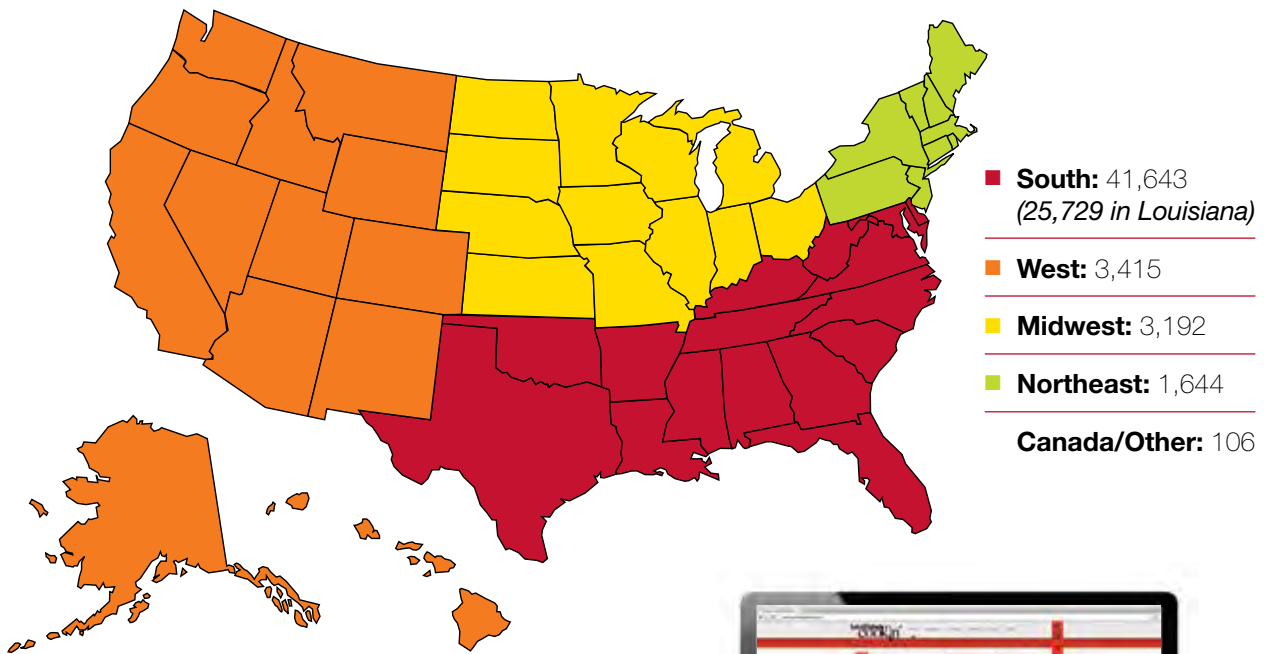
### *Swizzle Stick*

A unique cocktail from one of Louisiana's best watering holes

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# 2014 Circulation

Frequency: 6x/year | Total readership: 533,400 | Readers per copy: 3.4 | Average paid copies: 50,000  
 Digital subscribers: 2,000 | Cover price: \$4.99 | Subscription price: \$19.98



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

Average monthly impressions: 35,000



Followers: 1,244\*



Likes: 14,449\*



**ASK ABOUT** our digital offerings

The  
**POWER**  
 of  
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 hoffmanmedia

Publisher of nine successful circulation-driven titles, including *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**

*Victoria*

SOUTHERN  
*Lady*

taste  
**South**

entertain  
 decorate  
**Celebrate**

*TeaTime*

the  
 cottage  
 journal

Louisiana  
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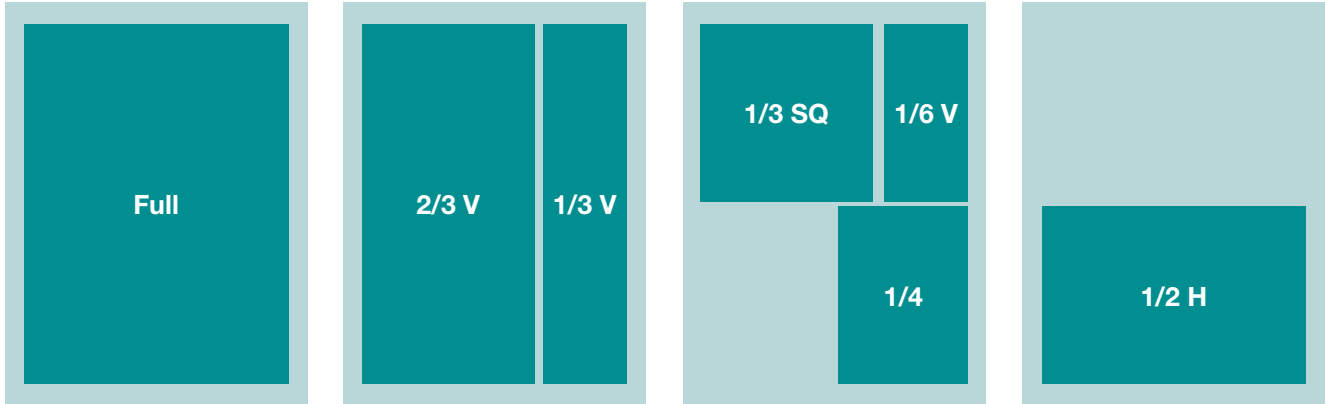
freshstyle

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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
<b>Full Page</b>	6.875" x 9.375"	8.125" x 10.75"
<b>2/3 Page</b>	4.5" x 9.375"	Available upon request
<b>1/2 Page H</b>	6.875" x 4.625"	Available upon request
<b>1/3 Page SQ</b>	4.5" x 4.625"	N/A
<b>1/3 Page V</b>	2.1875" x 9.375"	Available upon request
<b>1/4 Page</b>	3.375" x 4.625"	N/A
<b>1/6 Page V</b>	2.1875" x 4.625"	N/A

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Production Contact

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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.**