

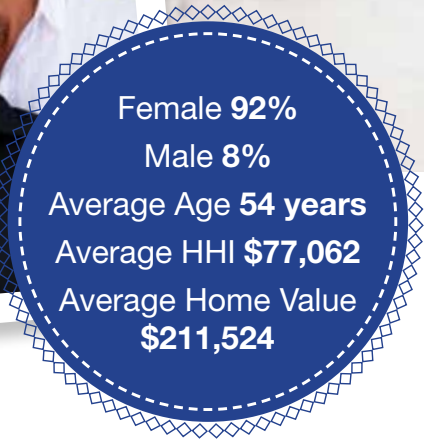


cooking with
Paula DEEN magazine is an intimate extension of the Paula Deen brand—more of what consumers want from Paula. In each issue, readers find flavorful recipes for sharing with family and friends, along with access to Paula's life and her family traditions. Truly a food lifestyle magazine, *Cooking with Paula Deen* showcases down-home recipes and cooking tips, entertaining inspiration, travel destinations, and much more.



Hottest Food Magazine
ADWEEK HOT LIST
2013
Reader's Choice

Our Readers



Are Highly Engaged

Spend an average of **2.2 hours** with each issue

Nearly 2 out of 3 rate *Cooking with Paula Deen* as “one of my favorites”

Prepare an average of **6 recipes** from each issue

85% rate Paula Deen as “one of my favorite cooking celebrities”

Enjoy Cooking & Entertaining

Almost half describe their cooking style as “from scratch”

71% utilize the recipes for everyday meal occasions

Prepare an average of **4 servings** for family meals

66% say dessert comes to mind most often when thinking of Paula Deen recipes

71% of our readers entertain at home

Like to Travel

In the last year:

62% have taken an average of **3 domestic trips**

Traveled an average of over **1,100 miles** (round trip) on each travel occasion

75% shopped while on vacation

80% visited a local restaurant while on vacation

Source: 2013 *Cooking with Paula Deen* Readership Survey

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Paula DEEN

2014 Editorial

JANUARY/FEBRUARY *New Year's/Valentine's Issue*

Ad Closing/Materials: 10/16/13 | **On-Sale:** 12/24/13

New Year's Brunch • Valentine's Day Desserts
Kitchen Organization • Grapefruits • *Travel:* Lafayette, LA

MARCH/APRIL *Easter Issue*

Ad Closing/Materials Due: 12/20/13 | **On-Sale:** 2/18/14

Spring Tablescapes • Cupcakes • Chicken Salad Sandwiches
Vegetables—Peas & Carrots • *Travel:* Franklin, TN

MAY/JUNE *Summer Entertaining Issue*

Ad Closing/Materials Due: 2/21/14 | **On-Sale:** 4/22/14

Fish Fry • Grilled Pizzas • Strawberries • Outdoor Entertaining
Memorial Day Picnic • *Travel:* Arlington, VA

JULY/AUGUST *Family Barbecue Issue*

Ad Closing/Materials Due: 4/18/14 | **On-Sale:** 6/17/14

Kitchen Gadgets • Summer Vegetables & Herbs • Ice Creams
Travel: Gulf Shores/Orange Beach, AL

SEPTEMBER/OCTOBER *Halloween Issue*

Ad Closing/Materials Due: 6/20/14 | **On-Sale:** 8/19/14

Steak Dinner • Entrée Salads • Po' Boy Sandwiches

NOVEMBER *Thanksgiving Issue*

Ad Closing/Materials Due: 8/22/14 | **On-Sale:** 10/21/14

Thanksgiving Dinner • Mac 'n' Cheese • Winter Squash

DECEMBER *Christmas Issue*

Ad Closing/Materials Due: 9/19/14 | **On-Sale:** 11/18/14

Holiday Beverages • Christmas Dinner • Nuts • Gift Ideas



2014 SIPs

BEST DISHES

Ad Closing/Materials: 2/5/14

On-Sale: 3/18/14

AUTUMN DESSERTS

Ad Closing/Materials: 6/3/14

On-Sale: 7/22/14

CHRISTMAS

Ad Closing/Materials: 8/6/14

On-Sale: 9/23/14



In Every Issue

Make Ahead

Convenient fridge- and freezer-friendly dishes for easy meals

Paula's Weekly Five

Five 30-minute-or-less meals, time-saving tips, and a shopping list

Bobby Lightens It Up

Bobby Deen's lighter take on Paula's delicious recipes

Jamie's Family Table

Family-friendly recipes and dinnertime tips from Jamie Deen

Tablescapes

Seasonal tablesetting ideas from Brandon Branch, Paula's design director

Best Places For...

Favorite places to find everything from hamburgers to biscuits to fudge

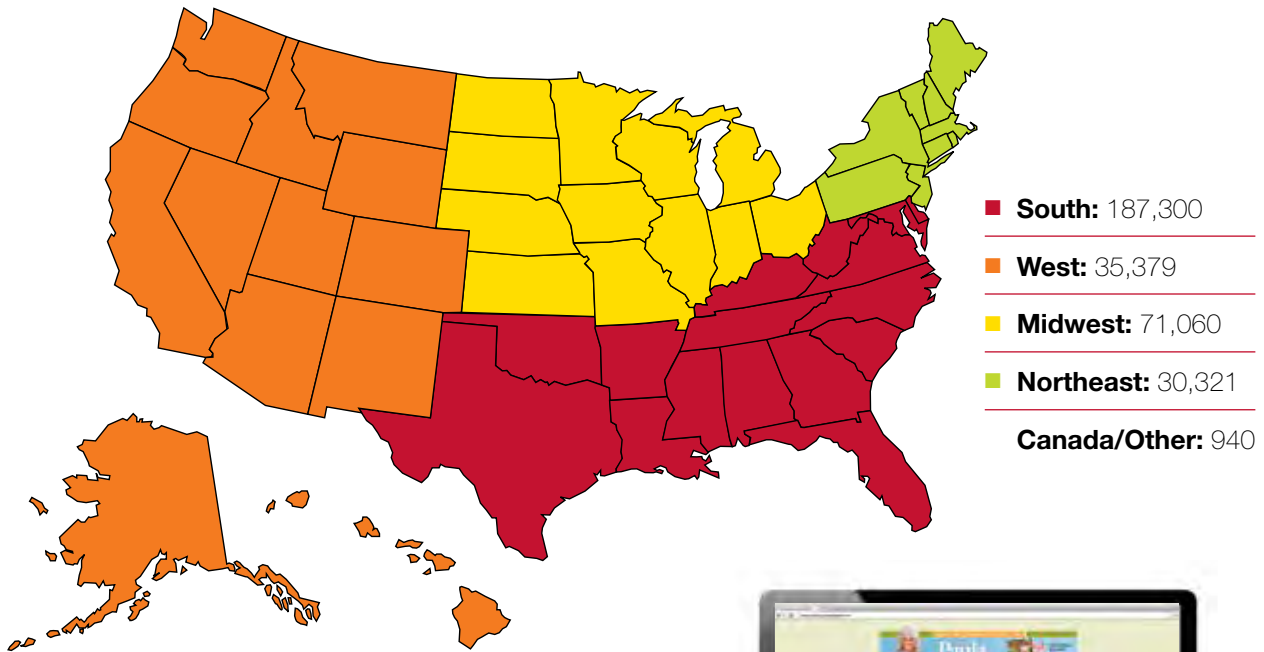
Travel

A culinary travel story that features a Southern city or town

cooking with
Paula DEEN

2014 Circulation

Frequency: 7x/year | **Total readership:** 3,152,500 | **Readers per copy:** 9.7 | **Average paid copies:** 325,000
Digital subscribers: 15,500 | **Cover price:** \$4.99 | **Subscription price:** \$19.98



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

Average monthly impressions: 200,000



Followers: 1.1 million*



Likes: 3.75 million*



ASK ABOUT our digital offerings

The
POWER
 of
hm
 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
 cookin'

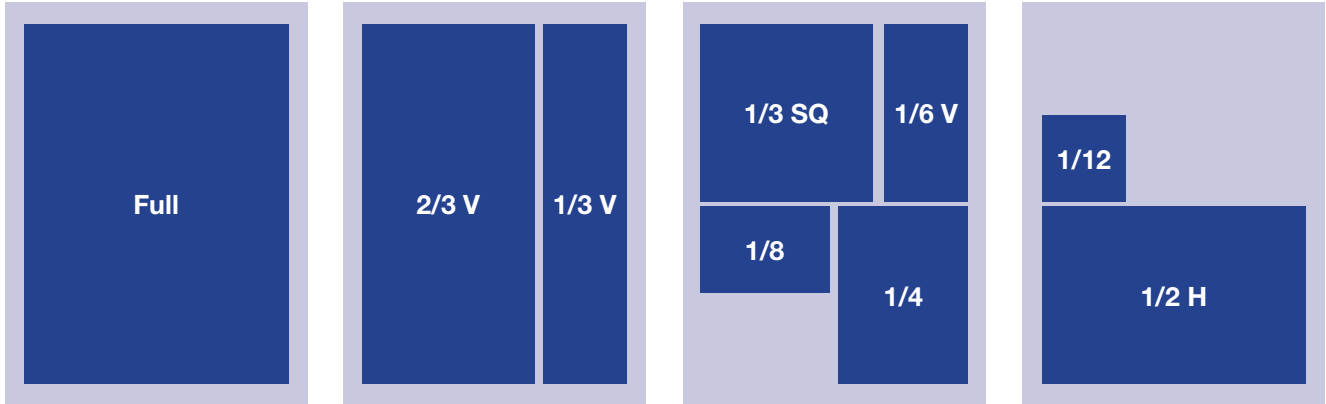
freshstyle

AAM Membership Applied For
 *As of November 2013

cooking with
Paula
 DEEN

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"
2/3 Page	4.5" x 9.375"	Available upon request
1/2 Page H	6.875" x 4.625"	Available upon request
1/3 Page SQ	4.5" x 4.625"	N/A
1/3 Page V	2.1875" x 9.375"	Available upon request
1/4 Page	3.375" x 4.625"	N/A
1/6 Page V	2.1875" x 4.625"	N/A
1/8 Page	3.375" x 2.25"	N/A
1/12 Page	2.1875" x 2.25"	N/A

cooking with
Paula DEEN
Production Contact

Attn: *Cooking with Paula Deen*, 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.