

Tea Time[®]

2014 MEDIA KIT

For millions of people, a way of life has been built around the enjoyment of a cup of tea. It is a part of their parties, their hobbies, their vacations, and their social activities. They are inspired by tea etiquette, history, and, best of all, the thought of hosting a tea party.

To quench the thirst of consumers who share this special lifestyle interest, *TeaTime* magazine features inspirational tea-party menus and table-setting ideas, tea-focused destinations and events, tea traditions, and much more. As one of the only consumer publications dedicated to tea, *TeaTime* is the go-to source for tea enthusiasts.



Our Readers



Female **90%**
Average Age **51 years**
Average HHI **\$84,874**
Average Home Value
\$246,244

Are Highly Engaged

Spend an average of **1.7 hours** with each issue of *TeaTime*
83% rate *TeaTime* as one of their favorite magazines
Prepare an average of **2 or more recipes** from each issue
77% have visited *TeaTime*'s website
76% participate in social networking
91% of *TeaTime* readers follow us on Facebook
89% are interested in the ads in *TeaTime*
TeaTime readers' favorite category is **recipes**

Are Passionate About Tea

75% have purchased tea or tea-related products online in the last 12 months
85% believe in the health benefits of tea are important
63% have visited a tearoom in the past year

Enjoy Entertaining

90% of our readers host sit-down meals or teas
Afternoon tea is the **most popular** type of tea that our readers host
Host teas on average for **5 guests**

Like to Travel ***In the last year:***

65% have taken a domestic trip
Took an average of **3 trips**
Spent an average of **\$2,476** on travel
44% have visited a tearoom while on a domestic trip

Source: 2013 *TeaTime*
Readership Survey

TeaTime

2014 Editorial



What Makes Us Different?

- Gorgeous color photography
- Creative menus for afternoon tea, complete with recipes and tea pairings
- A gluten-free scone recipe in every issue, plus additional gluten-free recipes are designated in the recipe index
- Beautiful table settings
- Informative articles about tearooms and other tea venues



Issue	Ad Closing/ Materials Due	On-Sale
January/February	11/4/13	12/24/13
March/April	12/20/13	2/18/14
May/June	2/18/14	4/15/14
July/August	4/21/14	6/17/14
September/October	6/16/14	8/19/14
November/December	8/27/14	10/21/14



In Every Issue

Necessary Things
Tea products to coordinate with the issue theme or a tea menu

The Complete Table
Tablescape inspired by the issue theme

Tea Events Calendar
Where to go during the issue months

The Perfect Cup
Bruce Richardson's insights into tea

The Tea Experience
Travel story about the tea venues of a city or region

The Fine Print
James Norwood Pratt's review of books about tea

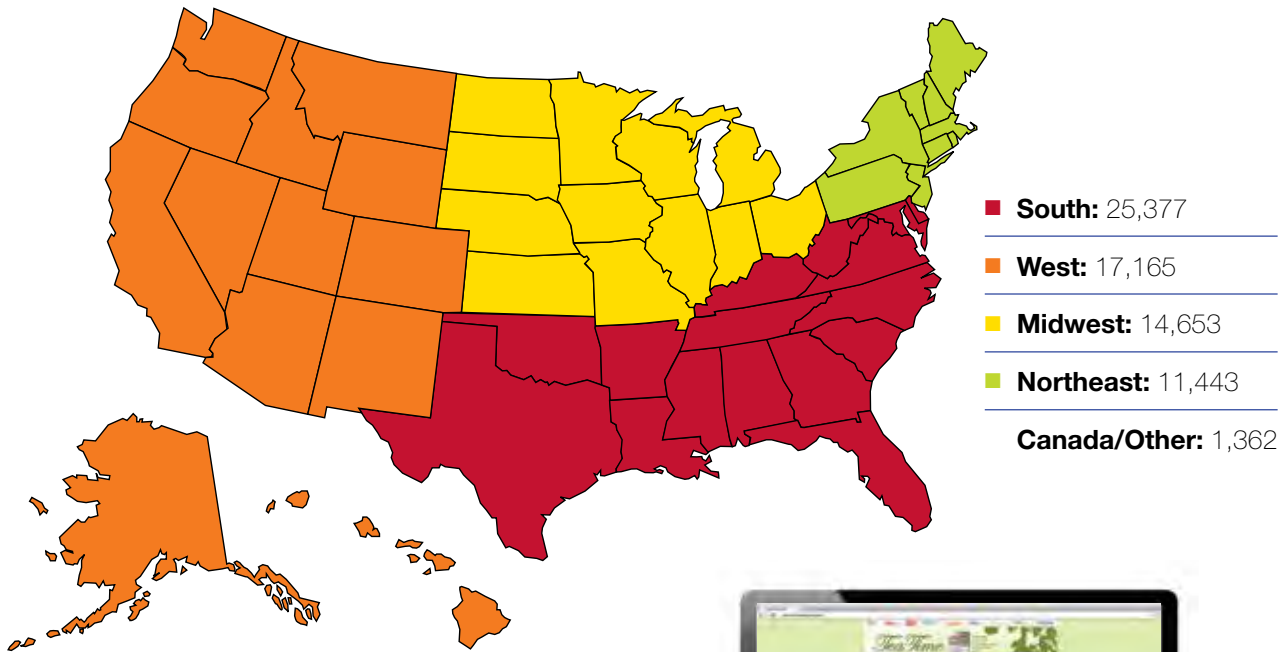
Our Favorites
Reviews of one tea type per issue

Tea Time

2014 Circulation

Frequency: 6x/year | Total readership: 210,000 | Readers per copy: 3 | Average paid copies: 70,000

Digital subscribers: 5,000 | Cover price: \$5.99 | Subscription price: \$19.98



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

Average monthly impressions: 30,000



Followers: 1,847*



Likes: 7,544*



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
DEEN

Victoria

SOUTHERN
Lady

taste
SOUTH

entertain
Decorate
Celebrate

TeaTime

the
cottage
journal

Louisiana
COOKIN'

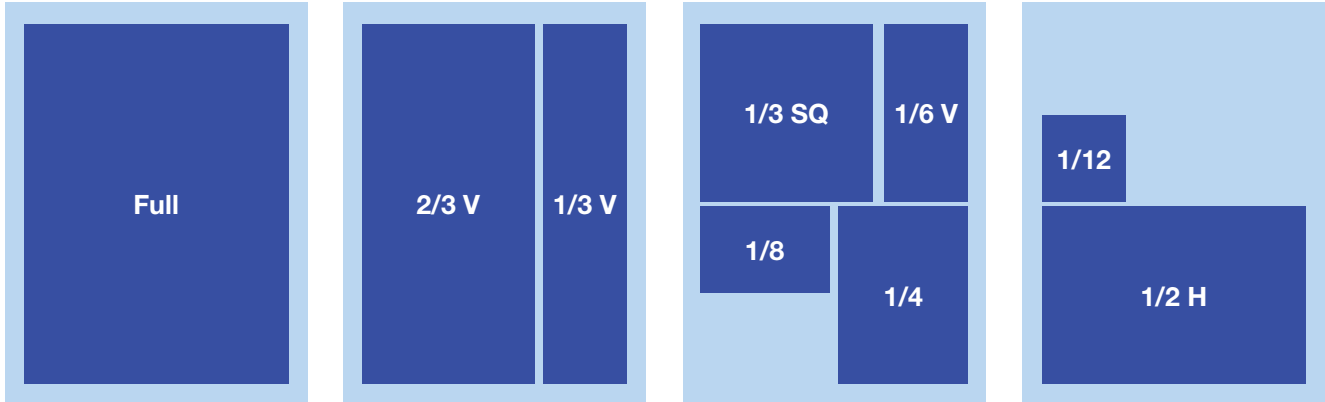
freshstyle

AAM Membership Applied For
*As of October 2013

TeaTime

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

TeaTime

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.