



# the cottage journal

Every issue of *The Cottage Journal* is an inspirational, seasonal collection of charming homes and gardens. From the pages of the magazine, readers glean ideas to create the lifestyle of their dreams. Beautiful photography coupled with stories on personal style, entertaining, collecting, gardening, and travel welcome them home season after season.



2016 Media Kit



# Our Readers



Female **98%**  
Average HHI **\$96,030**  
Average Home Value  
**\$296,825**  
Average Age  
**56 years**

## Are Highly Engaged

Spend an average of **2 hours 20 minutes** with each issue  
**77%** rate *The Cottage Journal* as "one of my favorites"

## Love to Decorate & Garden

*The Cottage Journal* readers' favorite category is  
**decorating** followed by **kitchens**, then **gardening**

**97%** decorate their homes themselves

**19%** plan to build or purchase a **new home**  
in the **next 2 years**

Plan to spend an average of **\$3,952** on remodeling/  
decorating in the next year

**69%** garden at least once a week

**88%** shop online

*the*  
**cottage**  
*journal*

# 2016 Editorial



## 2016 Issues

### SPRING

**Ad Closing/Materials:** 12/29/15

**On-Sale:** 3/1/16

### SUMMER

**Ad Closing/Materials Due:** 2/26/16

**On-Sale:** 5/3/16

### AUTUMN

**Ad Closing/Materials Due:** 5/20/16

**On-Sale:** 7/19/16

### CHRISTMAS

**Ad Closing/Materials Due:** 8/12/16

**On-Sale:** 10/18/16

### WINTER

**Ad Closing/Materials Due:** 10/14/16

**On-Sale:** 12/20/16

**Contact sales associate for details regarding our special issues for 2016.**

## In Every Issue

### *Feather Your Nest*

Market Finds; Shops; Making it Cottage Style; Worth Collecting

### *Home Sweet Home*

Features 8 to 10 cottages all across the country

### *Cottage Kitchen*

Seasonal Meal; Kitchen; Tablescape

### *Garden Pleasures*

Garden feature

### *Artists & Artisans*

Focus on one to two artists

### *Travel*

Places to stay, dining, shopping, galleries in favorite getaways



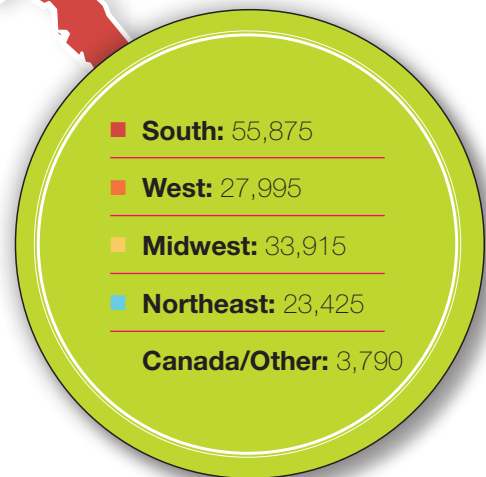
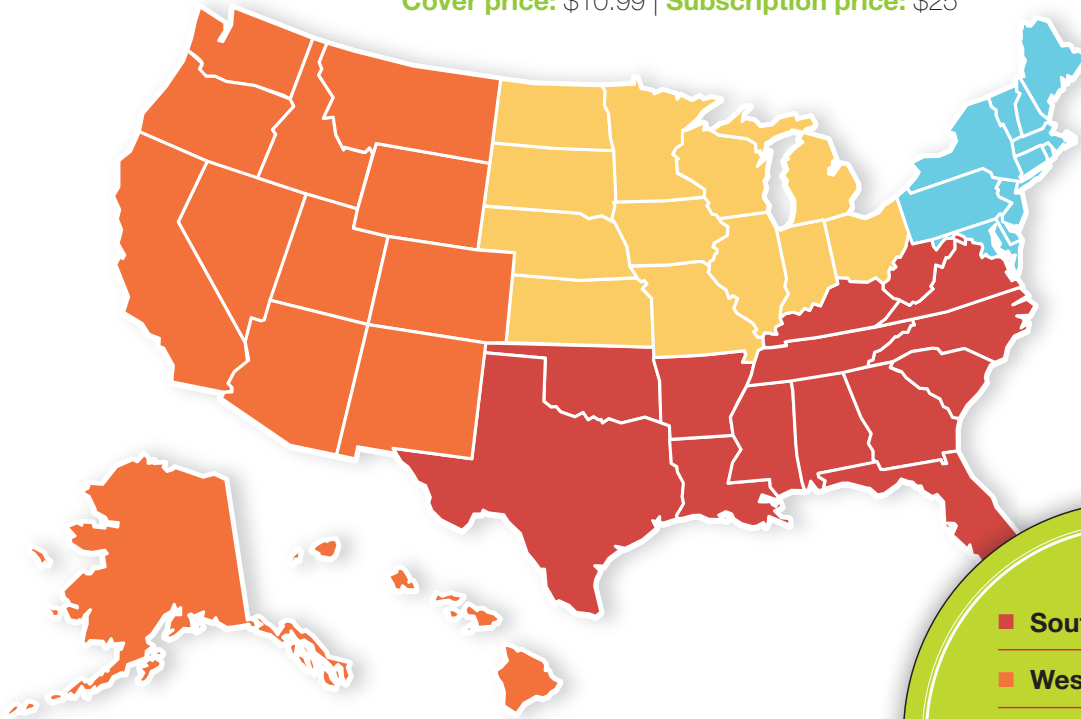
*the*  
**cottage**  
*journal*



# 2016 The Cottage Journal Circulation

Frequency: 5x/year | Total readership: 435,000 | Readers per copy: 3 | Average paid copies: 145,000

Cover price: \$10.99 | Subscription price: \$25



the  
cottage  
journal

The  
POWER  
of  
hm  
hoffmanmedia

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

We strive for a 70/30% edit/ad ratio 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  
Celebrate

TeaTime

the  
cottage  
journal

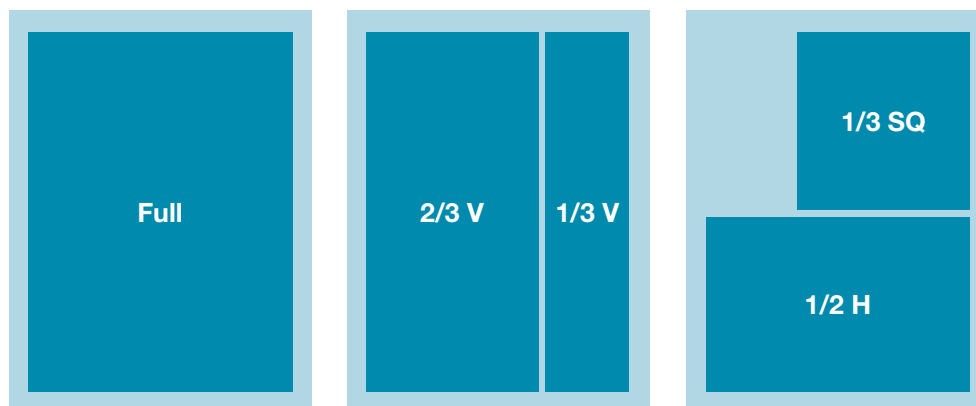
Louisiana  
cookin'

Total readership:

4,658,500

# 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



Attn: *The Cottage Journal*, Production  
Hoffman Media, LLC  
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Birmingham, AL 35243

Phone: 205.262.2193 | Fax: 205.991.0071 | [production2@hoffmanmedia.com](mailto:production2@hoffmanmedia.com)

Press-ready PDF required along with InDesign, plus all images (EPS or TIFF) and fonts (printer and screen—limit the use of TrueType fonts). Pantone colors will be converted to process.

## Please Note:

Hoffman Media will provide complimentary ad design on a limited basis. Please have photos, copy, and any other materials needed to produce your ad two weeks before the materials deadline to allow for design time and approvals. We will provide a maximum of two proofs at no charge.

**Maximum Ink Density:** 290

**Disk:** CD-Rom, Mac

**Document Format:** InDesign (packaged files including fonts and images)

**TIFF:** Photoshop (minimum 300 dpi)

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

**PDF:** Prior to the creation of the PDF, colors and images must be converted to CMYK (no spot colors or RGB). Save PDF as a "press ready" file.

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

Monthly Uniques

82,200

Email Subscribers

112,000

## SPECS

### Banner Options (Web)

Box	300x250
Rectangle	300x100
Leaderboard	728x90
Skyscraper	160x600

### Banner Options (Email)

Box	300x250
Rectangle	300x100
Banner	640x200

## FILES

### Artwork

- Matching proportions at 72 dpi
- One 2x current dimensions for Retina displays

### Email

Please email all files and hyperlink information to [rocollins@hoffmanmedia.com](mailto:rocollins@hoffmanmedia.com).

the cottage journal  
STYLE WITH FRESH CHARM

Leaderboard

HOME ACCENTS INTERIORS GARDENS KITCHENS ARTISTS



KITCHEN REDESIGN

EXPLORE RENOVATION

## FEATURED



HOME TOURS: INTERIORS

### CALIFORNIA COTTAGE CHARM

Despite its tiny footprint, this garden-inspired California cottage lives large. As a 1950s cottage nestled in the hills above Los Angeles, this home overflows with character and heart.



ACCENTS: GARDENS

### 4 TIPS FOR STYLING LAVENDER

Whether it's blossoming in the ground, dried in a wreath, or harvested for it's essential oils, lavender is a beautiful asset to any gardener.



HOME TOURS: INTERIORS

### SIMPLE SEASIDE LIVING

After downsizing over the years, Brenda Speller's tiny Katrina cottage has just enough space for simple seaside living.



GARDENS

### CALIFORNIA'S ROSE STORY FARM

For the owners of Rose Story Farm, life is indeed a bed of roses—acres and acres of roses!



HOME TOURS: INTERIORS

### LAKESIDE GETAWAY

Thoughts of retiring by the lake with time to golf, read, and relax were on the minds of these homeowners when they built their dream lakeside getaway.



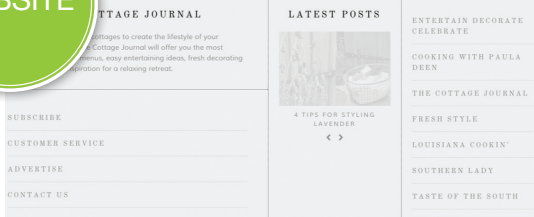
ARTISTS

### ART OF THE SEA

A New England artist crafts shabby-chic beach decor using nautical glass frames and handfuls of local shells and sea life.



WEBSITE



the cottage journal

ACCENTS | INTERIORS | GARDENS | KITCHENS | ARTISTS



From Dated and Bland to Sweetly Serene

Owners Julie and Brian O'Keefe walked into this 1950s cottage in Los Angeles, Julie was ready to walk right back out. "It had absolutely no character," Julie says. Its 1,300 square feet were a mishmash of dated architecture, and an uninspired layout. Luckily Brian saw potential and persuaded Julie to put her design eye to work. See how this couple transformed their California cottage.

EMAIL

## Banner



Four Ways to Use Lavender

Known for its sweet fragrance and numerous health benefits, lavender is one of our favorite versatile herbs. Whether it's blossoming in the ground, dried in a wreath, or harvested for its essential oils, lavender is a beautiful asset to any gardener. Check out this collection of ideas on how to decorate with lavender.

DECORATE WITH LAVENDER

Box

Box

Box

Box

Rectangle



Connect With Us

Never miss a post! Stay up to date with all things Cottage by following us on Facebook and Instagram, where we're sharing inspiring ideas, stories, and photos daily! We're also using our social media to share photos and style ideas from readers like you! Don't miss the chance to share your favorite projects or beautiful spaces in your own home. Follow along, and use the hashtag #thecottagejournal.



Rectangle

Rectangle

Social Following: 20,550



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