

2015 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 **97%**
Average HHI **\$101,068**
Average Home Value
\$295,067
Average Age
54 years

Love the Magazine

51% rate *Entertain Decorate Celebrate* as "one of my favorites"

82% of *Entertain Decorate Celebrate* readers participate on facebook

70% are likely to visit advertiser website

Spend an average of **1 hour, 46 minutes** reading the magazine

Are Passionate About Entertaining

73% are most interested in dinner party ideas

63% entertain once or more a month

Entertain an average of **8 people** at an event

Spend an average of **\$122** on food when entertaining

Spend an average of **\$71** for drinks when entertaining

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

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2015 Editorial

JANUARY/FEBRUARY *Winter*

Ad Closing/Materials Due: 10/23/14 | **On-Sale:** 12/23/14

Casual Gatherings

MARCH/APRIL *Spring*

Ad Closing/Materials Due: 12/23/14 | **On-Sale:** 2/24/15

Easter + Spring

MAY/JUNE *Summer*

Ad Closing/Materials Due: 2/18/15 | **On-Sale:** 4/21/15

Outdoor Entertaining

JULY/AUGUST *Fall*

Ad Closing/Materials Due: 4/22/15 | **On-Sale:** 6/23/15

Birthday Celebrations

SEPTEMBER/OCTOBER *Halloween & Thanksgiving*

Ad Closing/Materials Due: 6/17/15 | **On-Sale:** 8/18/15

Fall Harvest

NOVEMBER *Christmas/Family Celebration*

Ad Closing/Materials Due: 8/26/15 | **On-Sale:** 10/27/15

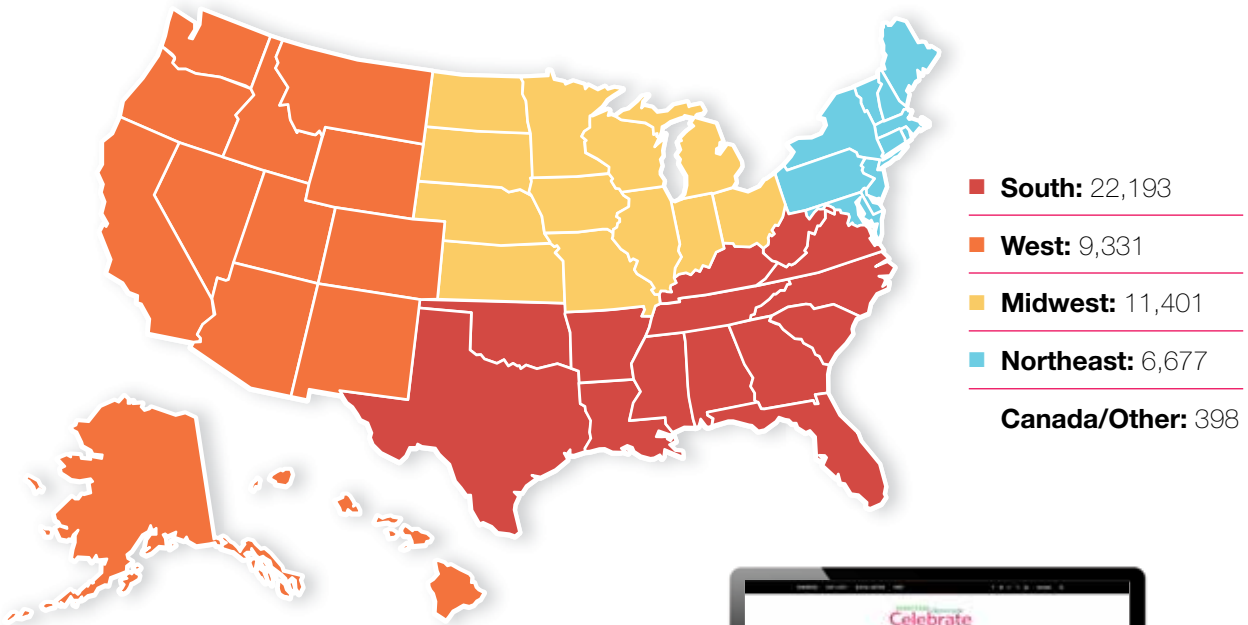
Christmas



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2015 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 web impressions: 48,000
 eNewsletter Subscribers: 65,000



ASK ABOUT our digital offerings



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

Committed to a 70/30% edit/ad 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.

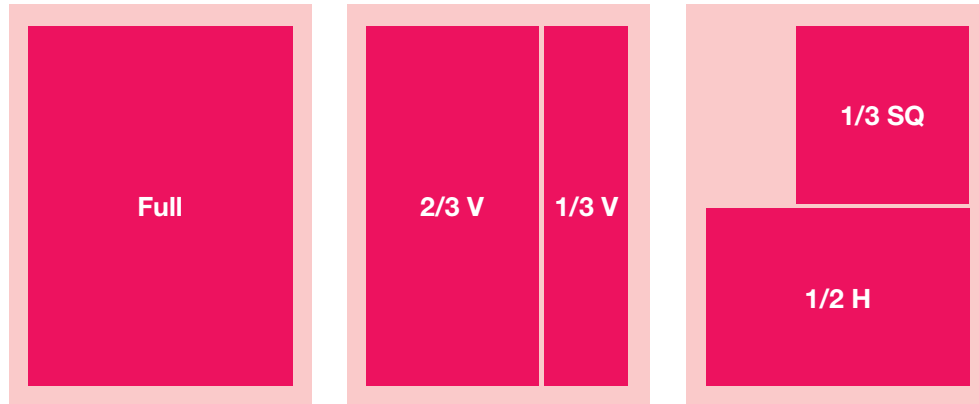


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* As of November 2013

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"
2/3 Page	4.5" x 9.375"	Available upon request
1/2 Page H	6.875" x 4.625"	Available upon request

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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.