

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.



**2016
MEDIA
KIT**

OUR READERS



Female **78%**

Male **22%**

Average Home Value
\$250,000

Average HHI
\$97,150

Average Age
53 years

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 hour, 48 minutes** with each issue

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

79% have prepared a recipe

22% traveled to a featured location

38% dined in a featured restaurant

58% purchased a product

62% visited a featured website

Prepare an average of **2 recipes** from each issue

78% 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.

Agree that the **3 most important elements**

when preparing a recipe are: ease of preparation, authenticity, and unique flavor/taste

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 **54%** are willing to purchase **3 to 5 additional ingredients** to prepare a recipe

Over 88% 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

Source: 2014 Louisiana Cookin'
Readership Survey

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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 Pavillon • Le Richelieu
- Loews Hotel • Hotel Monteleone
- 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 **2 times a year**

81% 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

83% are prompted to travel to Louisiana because of food

61% 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**

61% travel to Louisiana destinations by car

38% travel to Louisiana destinations by air

Source: 2014 Louisiana Cookin' Readership Survey

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2016 EDITORIAL

JANUARY/FEBRUARY *Mardi Gras*

Ad Closing/Materials: 10/28/15 | **On-Sale:** 12/29/15

Louisiana's Best Gumbo

MARCH/APRIL *Crawfish*

Ad Closing/Materials Due: 12/19/15 | **On-Sale:** 2/16/16

Louisiana's Best Boiled Crawfish

MAY/JUNE *The Travel Issue*

Ad Closing/Materials Due: 2/17/16 | **On-Sale:** 4/19/16

Louisiana's Best Shrimp Dishes

JULY/AUGUST *Eat Local*

Ad Closing/Materials Due: 4/20/16 | **On-Sale:** 6/21/16

Louisiana's Best Classic Restaurants

SEPTEMBER/OCTOBER *Chefs to Watch*

Ad Closing/Materials Due: 6/15/16 | **On-Sale:** 8/16/16

Louisiana's Best Tamales

NOVEMBER/DECEMBER *Holiday Entertaining*

Ad Closing/Materials Due: 8/17/16 | **On-Sale:** 10/18/16

Louisiana's Best Takes on Bananas Foster



In Every Issue

Afield & Afloat

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

Light & Fresh

A lighter take on tried-and-true Louisiana favorites

In Season

Make the most of the season's best farmers' market finds

Louisiana Foodways

Learn the history behind the Bayou State's storied flavors and traditions

Chef's Table

Features on Louisiana's hottest chefs and restaurants

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

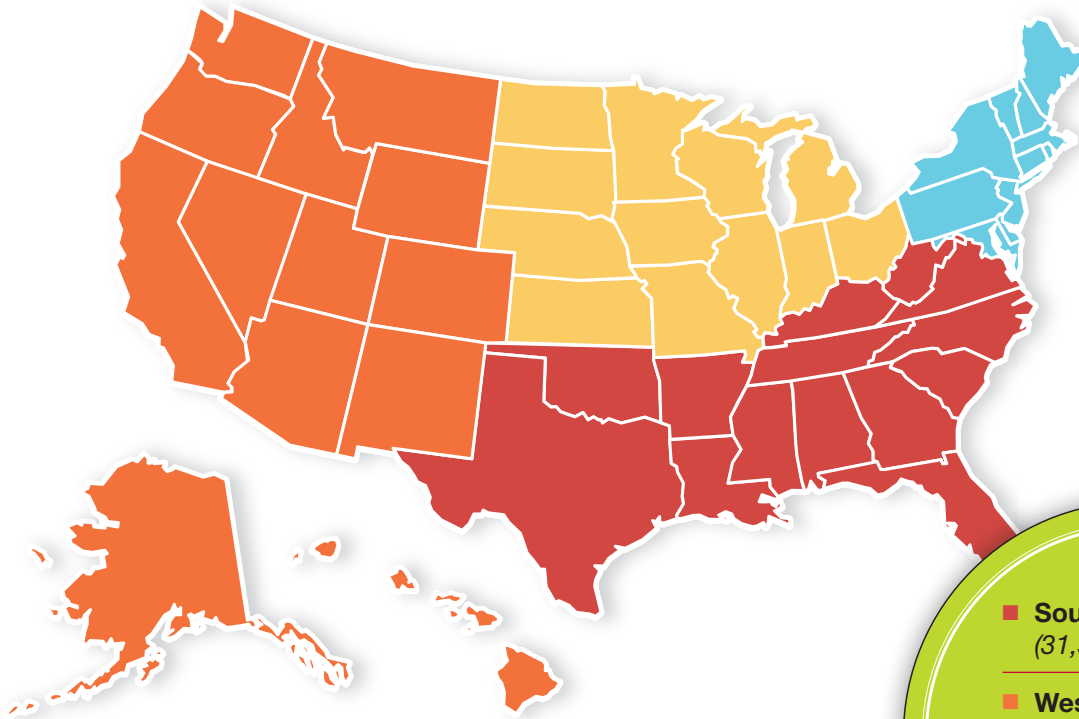
A unique cocktail from one of Louisiana's best watering holes

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cook&n'

2016 LOUISIANA COOKIN' CIRCULATION

Frequency: 6x/year | Total readership: 550,000 | Average paid copies: 70,000

Cover price: \$4.99 | Subscription price: \$19.98



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■ **South:** 52,918
(31,500 in Louisiana)

■ **West:** 6,988

■ **Midwest:** 5,588

■ **Northeast:** 4,458

Canada/Other: 49

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 decorate
Celebrate

TeaTime

*cottage
journal*

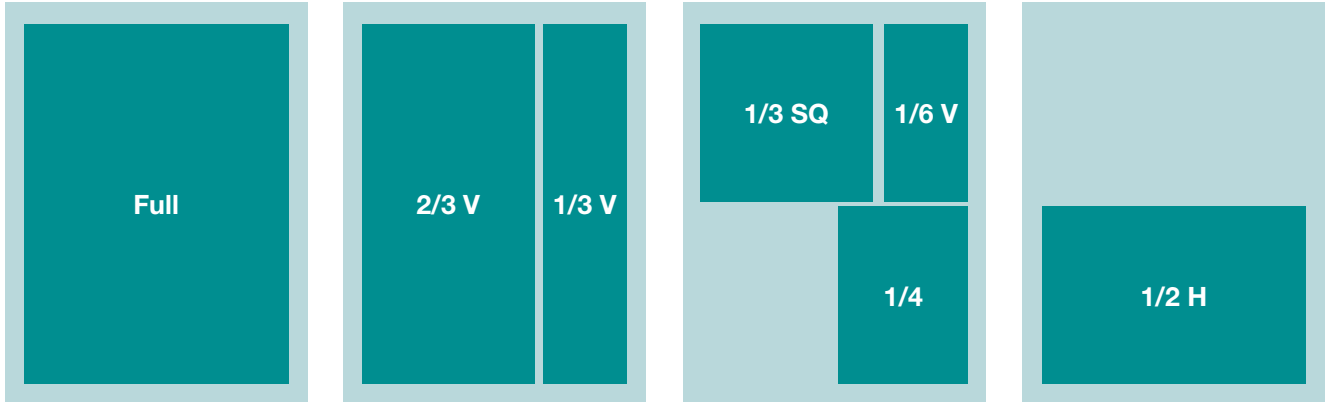
**LOUISIANA
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Total readership:

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
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

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Production Contact

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production1@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

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

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
168,700

Email Subscribers
42,700

SPECS

Banner Options (Web)

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

Banner Options (Email)

Box	300x250
Rectangle	300x100
Banner	640x200

FILES

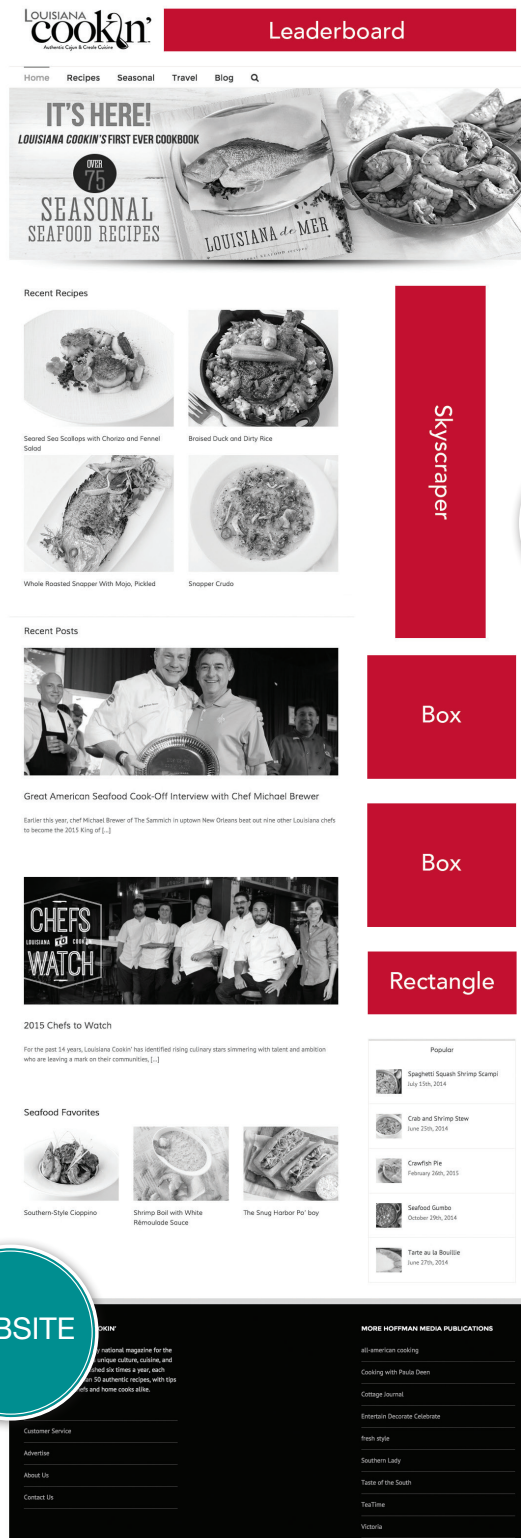
Artwork

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

Email

Please email all files and hyperlink information to rocollins@hoffmanmedia.com.

WEBSITE



Social Following: 173,100



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