



**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. Truly a food lifestyle magazine, *Cooking with Paula Deen* showcases down-home recipes and cooking tips, entertaining inspiration, travel destinations, and much more.





## Our Readers



### Are Highly Engaged

Spend an average of **1 hour, 42 minutes** with each issue

**82%** rate *Cooking with Paula Deen* as  
"one of my favorites"

Prepare an average of **5 recipes** from each issue

### Like to Travel In the last year:

**63%** have taken an average of **3 domestic trips**

Traveled an average of over **1,000 miles** (round trip) on  
each travel occasion

**81%** shopped while on vacation

**84%** visited a local restaurant while on vacation

**51%** participated in outdoor activities

**49%** visited historic attractions

### Enjoy Cooking & Entertaining

**Almost half** describe their cooking style as "from scratch"

**69%** utilize the recipes for everyday meal occasions

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

**86%** of our readers entertain at home at least  
once a month

**86%** use coupons

Female **94%**  
Average HHI **\$77,615**  
Average Home Value  
**\$212,796**  
Average Age  
**56 years**

Source: 2014 *Cooking with Paula Deen*  
Readership Survey

cooking with  
**Paula** DEEN

# 2016 Editorial

## **JANUARY/FEBRUARY** *Down Home Comfort*

**Ad Closing/Materials Due:** 10/27/15 | **On Sale:** 12/29/15

*Travel:* Lake Charles, LA • *Ten to Try:* Cinnamon Rolls

## **MARCH/APRIL** *All Things Spring*

**Ad Closing/Materials Due:** 12/17/15 | **On Sale:** 2/16/16

*Travel:* Myrtle Beach, SC • *Ten to Try:* Pimiento Cheese

## **MAY/JUNE** *The Savannah Issue*

**Ad Closing/Materials Due:** 2/18/16 | **On Sale:** 4/19/16

*Travel:* Tybee Island, GA • *Ten to Try:* Savannah Sweets

## **JULY/AUGUST** *Fresh Summer Produce*

**Ad Closing/Materials Due:** 4/13/16 | **On Sale:** 6/14/16

*Travel:* Fairhope, AL • *Ten to Try:* Meat & Three

## **SEPTEMBER/OCTOBER** *Fall Gatherings*

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

*Travel:* Winston-Salem, NC • *Ten to Try:* Fried Chicken

## **NOVEMBER** *Thanksgiving and Cast Iron*

**Ad Closing/Materials Due:** 8/11/16 | **On Sale:** 10/11/16

*Travel:* TBD • *Ten to Try:* Chili

## **DECEMBER** *Christmas Issue*

**Ad Closing/Materials Due:** 9/15/16 | **On Sale:** 11/15/16

*Travel:* Pigeon Forge, TN • *Ten to Try:* Red Velvet Cake

*\*All editorial dates and content are subject to change.*



## In Every Issue

### *Simple Slow Cooker*

A great recipe for a complete meal cooked in a slow cooker

### *Paula's Weekly Five*

Five 30-minutes-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

### *Around the Table*

Seasonal entertaining tips and decorating ideas

### *Ten to Try*

Favorite places to find everything from fried chicken to cinnamon rolls

### *Travel*

A culinary travel story that features a Southern city or town

**CONTACT YOUR  
SALES ASSOCIATE  
FOR INFORMATION  
ON OUR 2016  
SPECIAL ISSUES.**

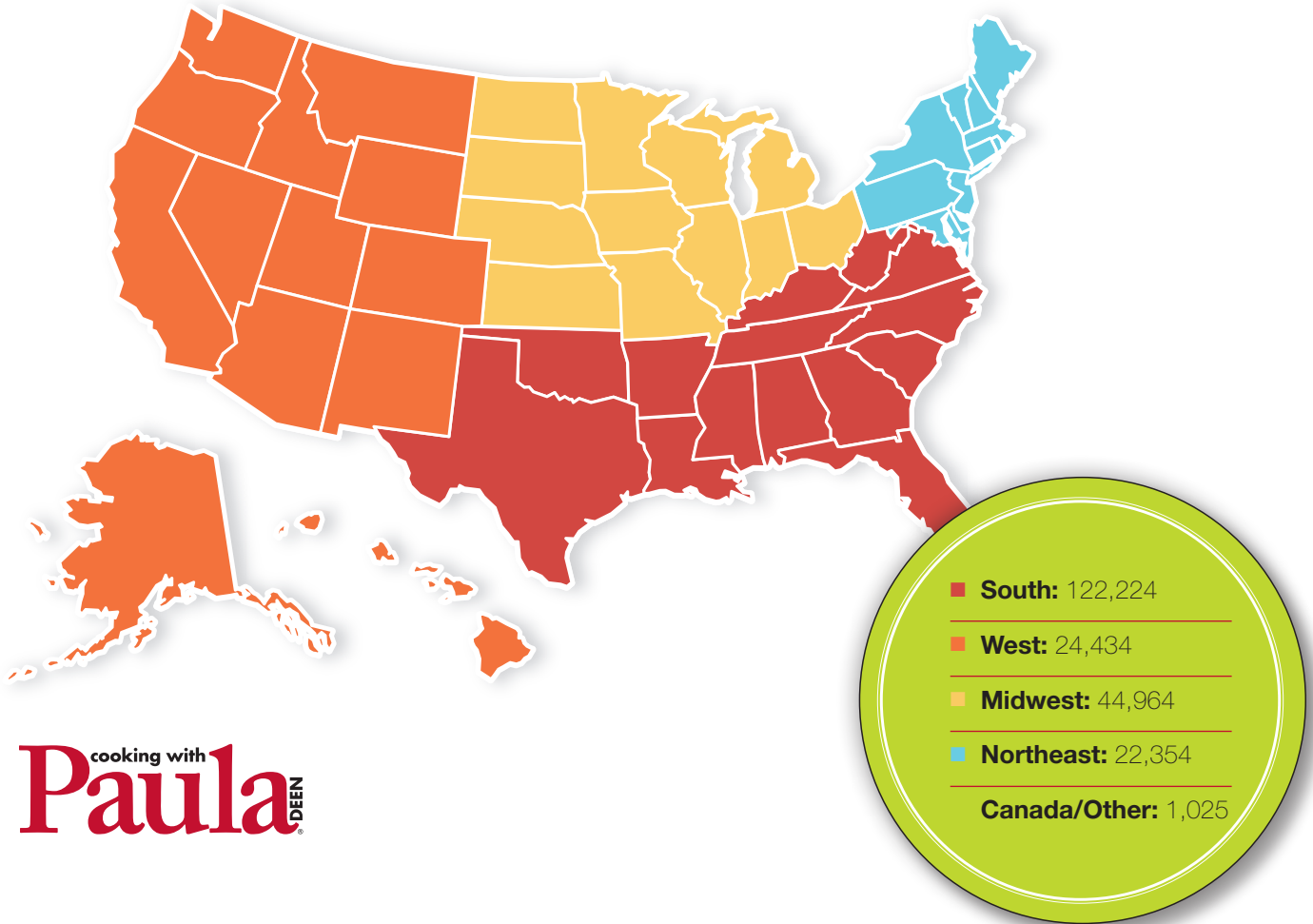


cooking with  
**Paula** DEEN



# 2016 Cooking with Paula Deen Circulation

Frequency: 7x/year | Total readership: 2,085,500 | Readers per copy: 9.7  
Average paid copies: 215,000 | Cover price: \$4.99 | Subscription price: \$19.98



cooking with  
**Paula**  
DEEN

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

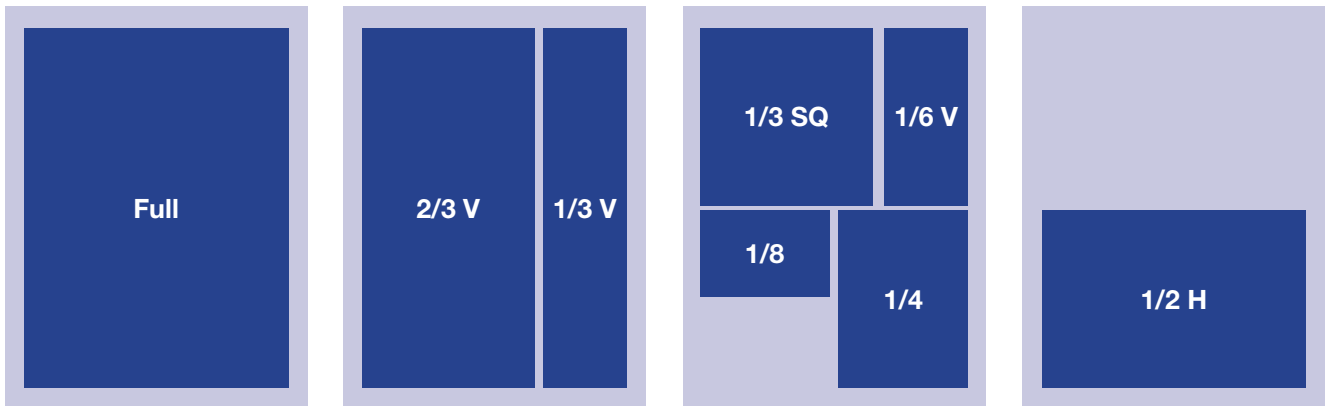
Louisiana  
cookin'

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
<b>1/4 Page</b>	3.375" x 4.625"	N/A
<b>1/6 Page V</b>	2.1875" x 4.625"	N/A
<b>1/8 Page</b>	3.375" x 2.25"	N/A

**cooking with**  
**Paula**<sup>DEEN</sup>  
**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, plus all images (EPS or TIFF) and fonts (printer and screen—limit the use of TrueType fonts). Pantone colors will be converted to process.

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)

**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

**77,300**

Email Subscribers

**294,200**

## SPECS

### Banner Options (Web)

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

### Banner Options (Email)

Box	300x250
Rectangle	300x100
Banner	640x200

## FILES

### Artwork

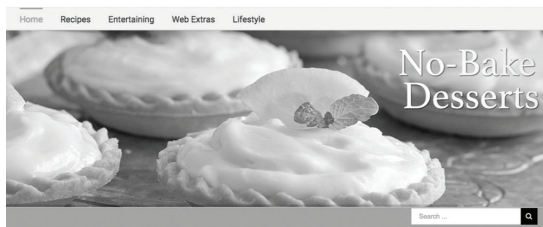
- Matching proportions at 72 dpi
- One 2x current dimensions for Retina displays

### Email

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



### Leaderboard



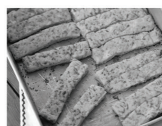
#### What's Cookin'



12 Recipes for Bountiful Summer Tomatoes



11 Ways with Summer's Sweet Corn



Candy Butter Sticks

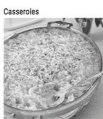


Orange-Thyme Muffins

#### Paula's Southern Classics



Desserts



Casseroles



Breads



Main Dishes



Soups and Stews



Vegetables and Sides

#### Recipe of the Week



Skyscraper

Box

Box

Rectangle

Cookie-Cutter Bird Feeders

Spicy Chicken Tacos with Jalapeño Salsa

Fried Chicken Salad

Subscribe to the Cooking with Paula Deen Newsletter

Email \*

SUBMIT

WEBSITE

#### PAULA DEEN

Paula Deen is a feast filled with the spirit of a holiday family gathering. Now, celebrity chef Paula Deen shares her secrets for transforming ordinary meals into memorable occasions in Cooking with Paula Deen.

Contact Us

Customer Service

Advertising

#### MORE HOFFMAN MEDIA PUBLICATIONS

all american cooking

The Cottage Journal

Entertain Decorate Celebrate

fresh style

Louisiana Cookin'

Southern Lady

Taste of the South



### RECIPE OF THE WEEK

Recipes | Subscribe | Shop | Digital Editions

#### Orange Bars

Looking for an easy dessert for your Labor Day picnic or cookout? Give these Orange Bars a try. It only takes a few minutes to whip up these moist and chewy squares, and you can make them a day or two ahead of time. Just make double because they'll be gone in a flash.



EMAIL

Ingredients

- 1 cup granulated sugar
- 1 1/2 cups all-purpose flour
- 1 teaspoon salt
- 1 cup butter, softened
- 4 large eggs
- 2 teaspoons orange zest, divided
- 1 teaspoon orange extract
- 1 cup confectioners' sugar
- 2 tablespoons fresh orange juice
- Garnish: orange zest strips

1. Preheat oven to 350°. Line a 13x9-inch baking pan with foil, letting excess extend over sides of pan; spray foil with cooking spray.
2. In a large bowl, whisk together sugar, flour, and salt. Add butter, eggs, 1 teaspoon orange zest, and extract, and beat with a mixer at medium speed until well combined. Spread batter into prepared pan.
3. Bake for 30 minutes or until golden brown and center is set. Remove from oven, and prick all over with a fork. In a small bowl, whisk together confectioners' sugar, orange juice, and remaining 1 teaspoon zest until smooth. Pour onto warm bar in pan, and let cool completely.
4. Using excess foil as handles, remove from pan, and cut into bars. Garnish with zest strips, if desired. Store in an airtight container for up to 2 days.

Recipes | Subscribe | Shop | Digital Editions

Box

Box

Banner

Box

Box

Rectangle

Rectangle

SUBSCRIBE | SHOP | DIGITAL EDITION

f t g+ d in

cooking with  
**Paula** DEEN