

World Tea Awards
WINNER

Best Tea
Publication



TeaTime®

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.



**2016
MEDIA
KIT**

Our Readers



Female **97%**
Average HHI **\$92,000**
Average Home Value
\$267,506
Average Age
55 years

Are Highly Engaged

Spend an average of **2 hours** with each issue of *TeaTime*
72% rate *TeaTime* as one of their favorite magazines
Prepare an average of **2 or more recipes** from each issue
71% visited a website featured in the magazine
35% purchased a product featured in *TeaTime*
TeaTime readers' favorite category is **recipes**

Are Passionate About Tea

88% have purchased tea or tea-related products online in the last 12 months
88% believe the health benefits of tea are important
80% have visited a tearoom in the past year

Enjoy Entertaining

59% 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 **6 guests**

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

73% have taken a domestic trip
Took an average of **3 trips**
Spent an average of **\$2,074** on travel
42% have visited a tearoom while on a domestic trip

Source: 2014 *TeaTime*
Readership Survey

TeaTime

2016 Editorial



JANUARY/FEBRUARY Celebrations (Mardi Gras, Valentine's Day)

Ad Closing/Materials: 11/2/15 **On-Sale:** 12/29/15

MARCH/APRIL British (In Honor of Queen Elizabeth's 90th Birthday)

Ad Closing/Materials: 12/18/15 **On-Sale:** 2/16/16

MAY/JUNE Warm-Weather Entertaining; National Ice Tea Month

Ad Closing/Materials: 2/12/16 **On-Sale:** 4/12/16

JULY/AUGUST Summertime Tea Parties

Ad Closing/Materials: 4/15/16 **On-Sale:** 6/14/16

SEPTEMBER/OCTOBER Autumnal Teatimes

Ad Closing/Materials: 6/17/16 **On-Sale:** 8/16/16

NOVEMBER/DECEMBER Christmas and Hanukkah

Ad Closing/Materials: 8/19/16 **On-Sale:** 10/18/16



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



In Every Issue

Necessary Things

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

The Complete Table

Three different looks for a popular china pattern

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 commentaries on tea books and on other tea-related topics

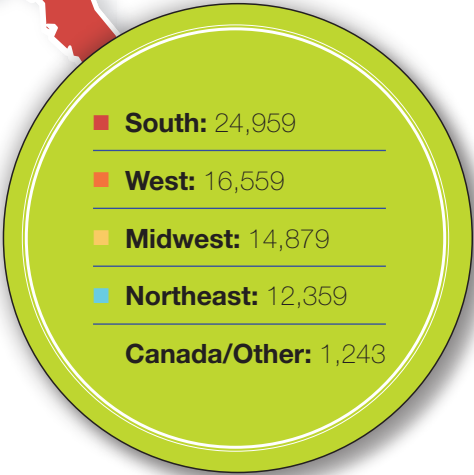
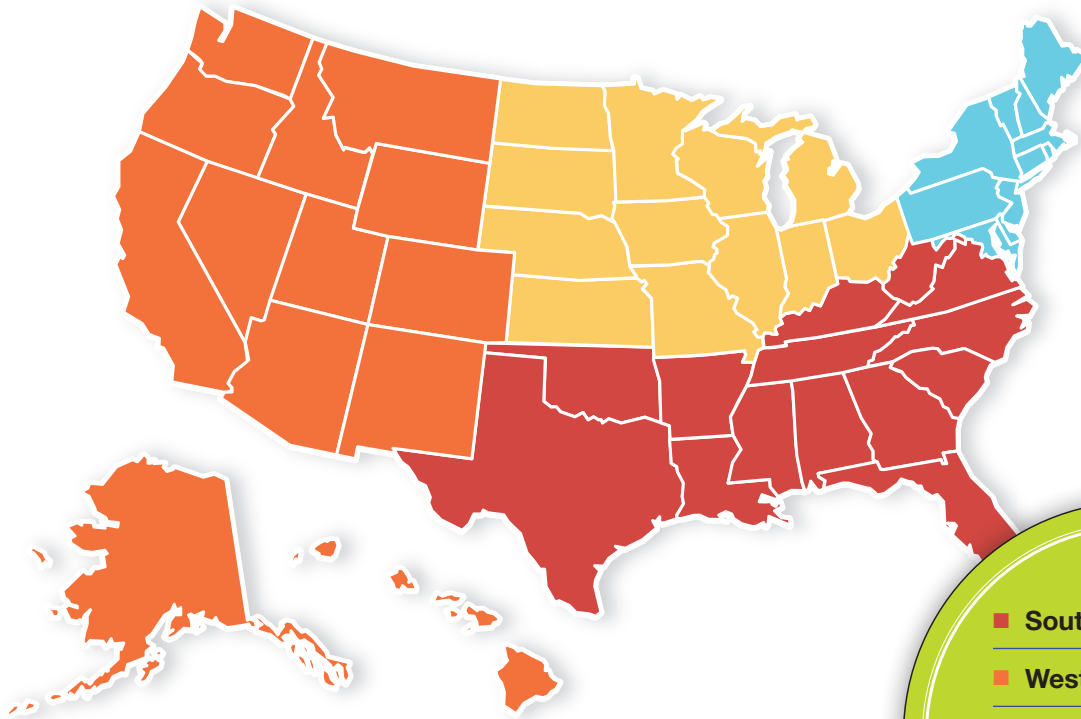
Our Favorites

Reviews of one tea type per issue

Tea Time

2016 TeaTime Circulation

Frequency: 6x/year | Total readership: 210,000 | Readers per copy: 3 | Average paid copies: 70,000
 Cover price: \$5.99 | Subscription price: \$19.98



TeaTime



The
POWER
 of
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 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.

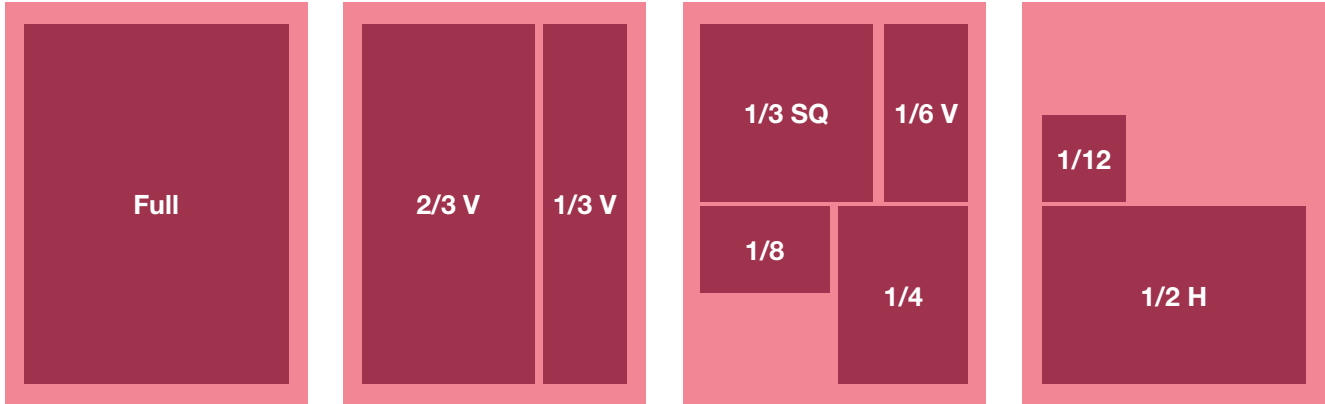
Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



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
1/8 Page	3.375" x 2.25"	N/A
1/12 Page	2.1875" x 2.25"	N/A

TeaTime

Production Contact

Attn: *TeaTime*, Production
Hoffman Media, LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243

Phone: 205.262.2153
Fax: 205.991.0071
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.

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.

Digital

Monthly Uniques

72,300

Email Subscribers

74,600

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 rollins@hoffmanmedia.com.

TeaTime

Leaderboard

HOME | INFUSIONS | RECIPES | TABLE SETTINGS | FEATURED | ABOUT US



LATEST POSTS



FEATURED: TRAVEL
The Tea Experience in Central Michigan
 Central Michigan offers some great opportunities to view beautiful fall leaves and sip and savor a cup of tea.



FEATURED: TRAVEL
Reviving Tea Dances
 Jane Pettigrew revels in the revival of British tea dances.



FEATURED: WEB EXTRAS
Take a peek at our September/October issue
 Here's a sneak preview of what's in store for readers in our September/October 2015 issue.



FEATURED: WEB EXTRAS
Win a Herend Blue Garland Teapot
 And the winner is... Annemarie Wright from Indianapolis, Indiana.



MENUS: RECIPES: FAVORITES
The Secrets of Pairing Tea with Seafood
 Learn how to choose the right tea for today's fresh catch.



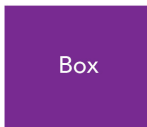
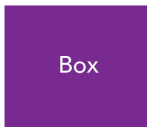
MENUS: RECIPES
Tea & Summer's Fresh Flavors
 We pair some of our favorite summer flavors with some of our favorite teas.



INFUSIONS
Woman's Guide to Scones
 demonstrates the proper way to eat a scone.



FEATURED: PEOPLE
John Harney, Tea Statesman
 Read our 2006 interview with John Harney, patriarch of Harney & Sons Tea, who passed away in June 2014.

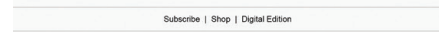


Tea Festival Philly and save!
 country's finest coffees and teas at Coffee & Tea Festival Philly, November 8 and 9. This two-day festival will feature exhibitors, including TeaTime magazine, and an opportunity to meet well-known industry pros and vendors. TeaTime readers can save \$10 off a \$20 one-day ticket with the promo code TEASOTIME14. For more information and to purchase advance tickets, go to coffeeandteafestival.com/philly/.



Take Tea in Pennsylvania
 If you're in the Philadelphia area for Coffee and Tea Festival Philly, don't miss the chance to have tea at some of TeaTime's favorite local tea rooms.

Delicious Pumpkin Treats
 Most and flavorful, these **Triple-Layer Pumpkin Cakes** from TeaTime's latest book, *Tea & Sweets*, are the perfect autumn teatime treat. Buy the book [here](#).



Social Following: 31,500



TeaTime