



# 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*

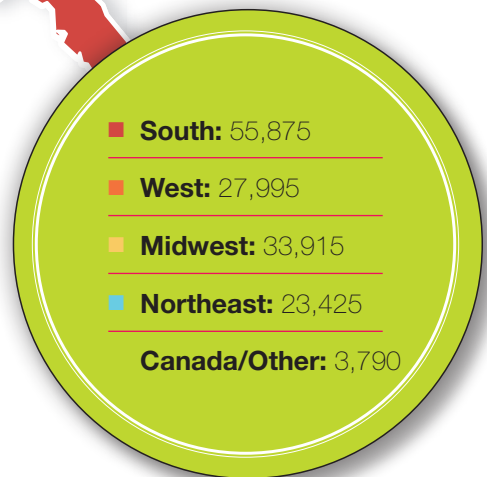
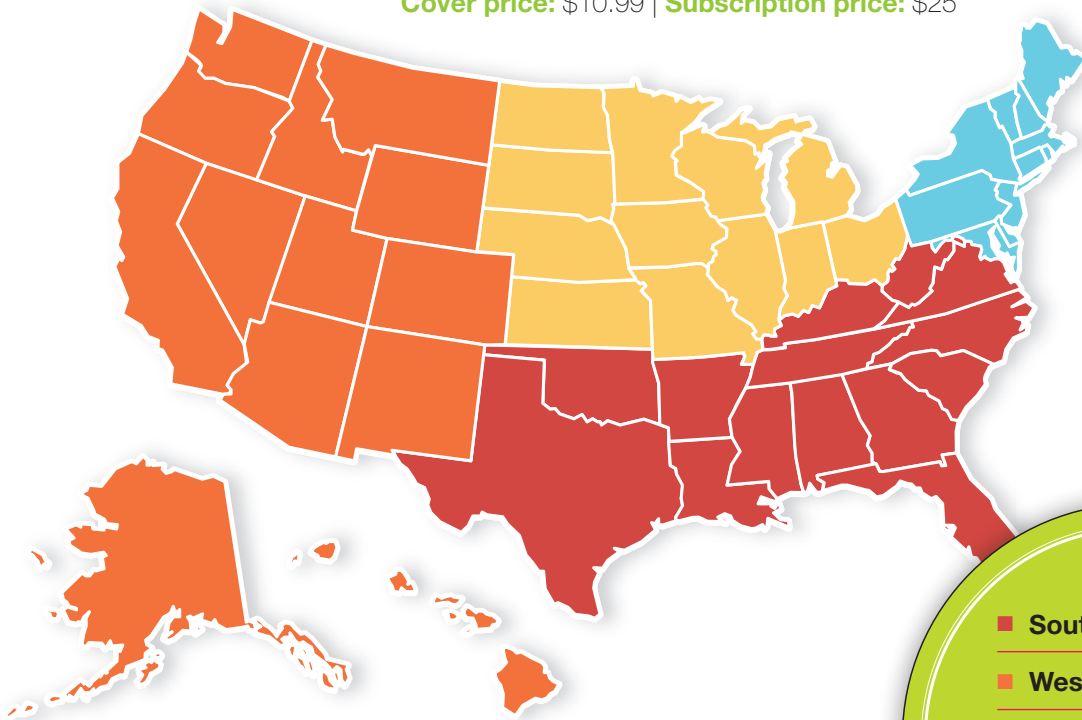
Places to stay, dining, shopping, galleries in favorite getaways



*the*  
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*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



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The  
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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.

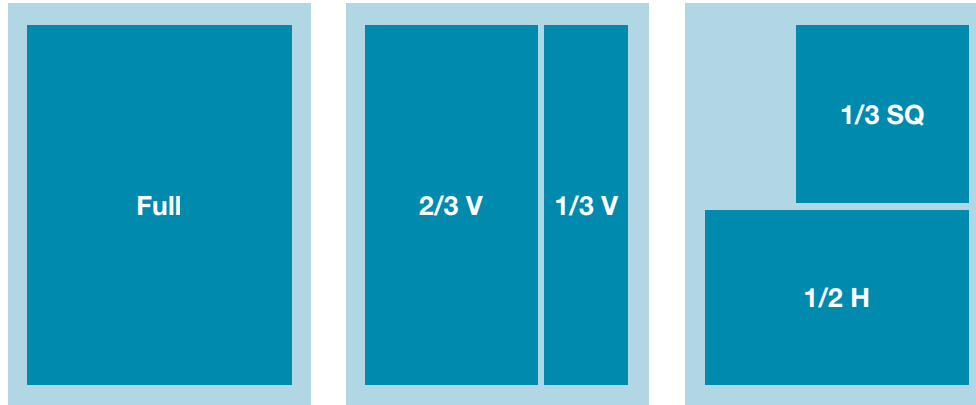
Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



**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
<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  
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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.**

# Digital

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 [rcollins@hoffmanmedia.com](mailto:rcollins@hoffmanmedia.com).

**AVERAGE MONTHLY RATE**

Web	• \$1,250
Email	• \$1,750

Social Following: 20,550



**the cottage journal**  
STYLE WITH FRESH CHARM

Leaderboard

HOME ACCENTS INTERIORS GARDENS KITCHENS ARTISTS

KITCHEN REDESIGN

FEATURED

Skyscraper

Box

Box

Rectangle

the cottage journal

LATEST POSTS

ENTERTAIN DESSERTS CELEBRATE

CHANGING WITH PAULA DEAN

THE COTTAGE JOURNAL

FRESH STYLE

SHUTTERFLY & THURSTON

SHUTTERFLY & THURSTON

THE COTTAGE JOURNAL

4 TIPS FOR STYLING LAVENDER

**the cottage journal**

HOME TOURS | RECIPIES | GARDENS | KITCHENS | ARTISTS

Facebook Twitter Instagram Pinterest YouTube

Home 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," she says. "It was 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

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.

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WEBSITE

