

## 2016 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 and 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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# Editorial

## **JANUARY/FEBRUARY** *Winter*

**Ad Closing/Materials:** 10/22/15 | **On-Sale:** 12/29/15  
Casual Gatherings

## **MARCH/APRIL** *Spring*

**Ad Closing/Materials Due:** 12/22/15 | **On-Sale:** 2/23/16  
Easter + Spring

## **MAY/JUNE** *Summer*

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

## **JULY/AUGUST** *Fall*

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

## **SEPTEMBER/OCTOBER** *Halloween & Thanksgiving*

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

## **NOVEMBER/DECEMBER** *Christmas*

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

*\*Subject to change*



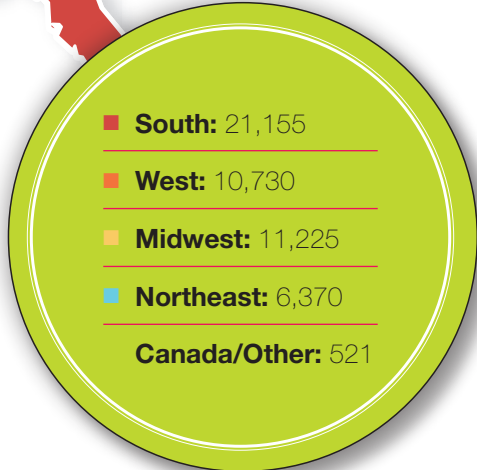
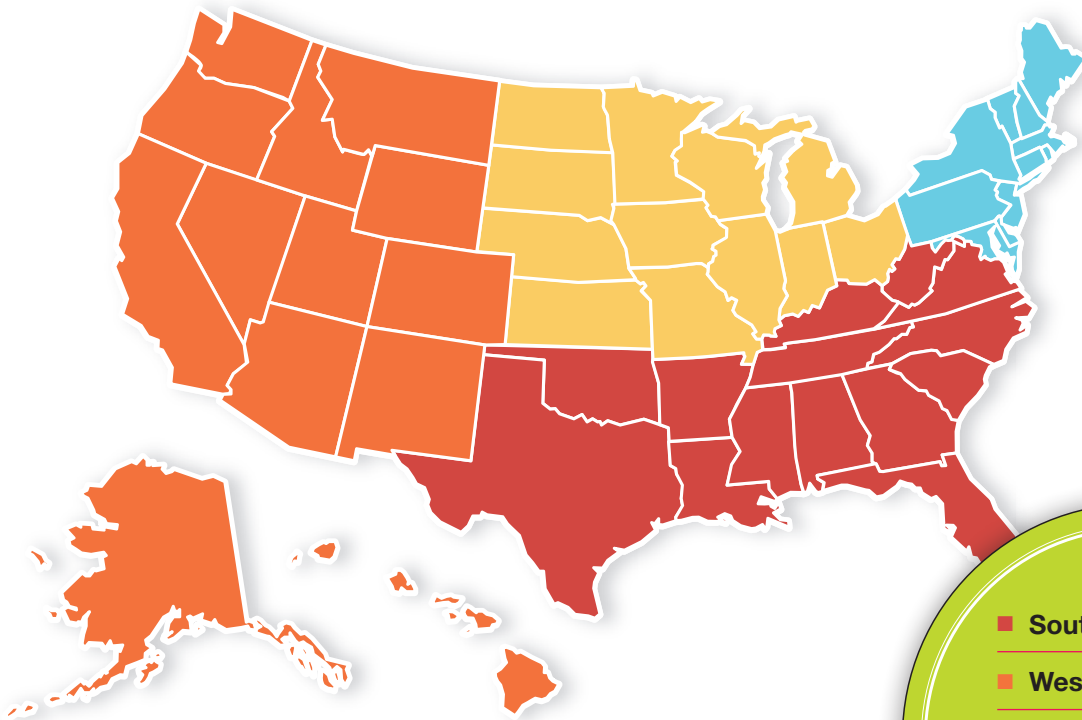
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# Circulation

Frequency: 6x/year | Total readership: 150,000 | Readers per copy: 3 | Average paid copies: 50,000

Cover price: \$7.99 | Subscription price: \$24



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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.

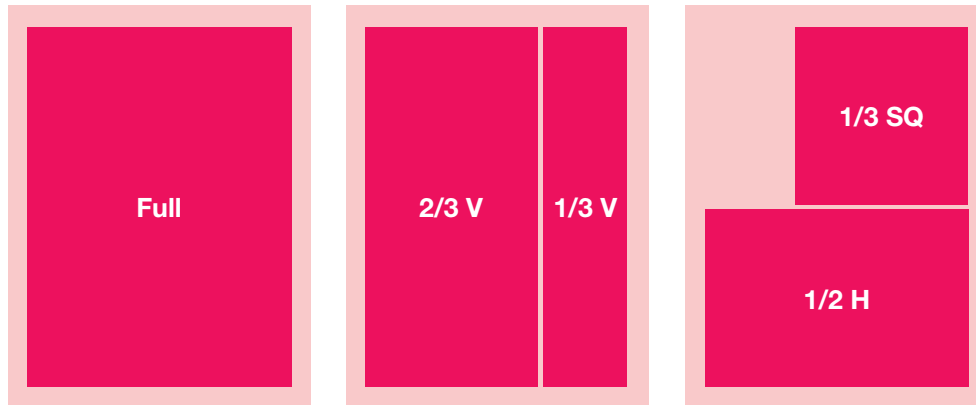


Total readership:

**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 |

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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](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.

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)

**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

**35,200**

Email Subscribers

**62,000**

## 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).

WEBSITE

**AVERAGE MONTHLY RATE**

|       |         |
|-------|---------|
| Web   | • \$550 |
| Email | • \$950 |

Social Following: 18,500



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