



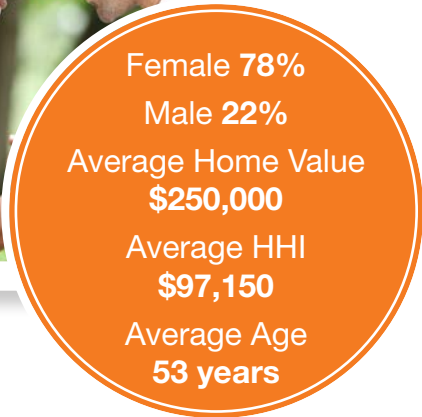
# LOUISIANA Cookin'

*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



### 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*

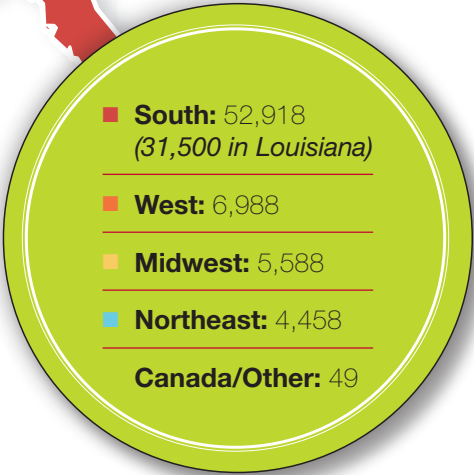
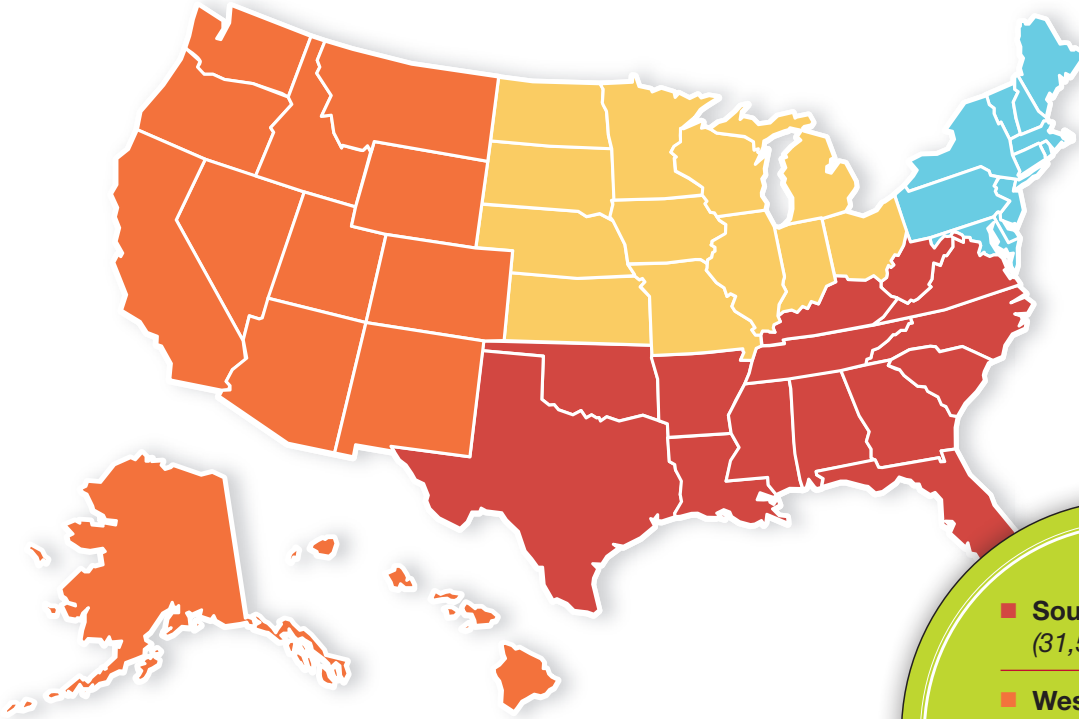
A unique cocktail from one of Louisiana's best watering holes

**LOUISIANA**  
**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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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 of  
**south**

entertain decorate  
**Celebrate**

*TeaTime*

the  
*cottage*  
journal

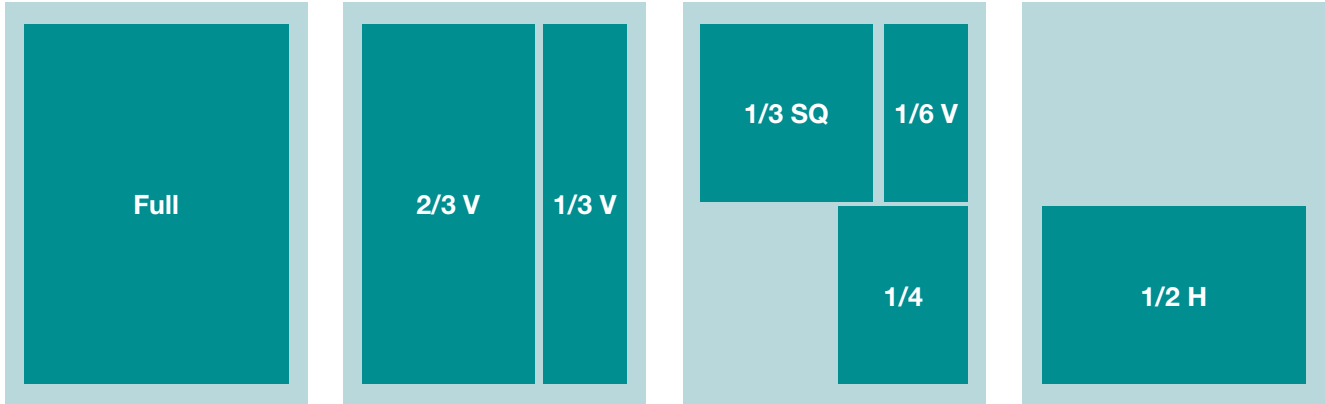
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**Total readership:**

**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
<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



### Production Contact

Attn: *Louisiana Cookin'*, 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.

### 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 [rollins@hoffmanmedia.com](mailto:rollins@hoffmanmedia.com).

**AVERAGE MONTHLY RATE**

Web • \$2,500

**AVERAGE WEEKLY RATE**

Email • \$650

**WEBSITE**

The screenshot shows the Louisiana Cookin' website interface. At the top is a red 'Leaderboard' banner. Below it are navigation links (Home, Recipes, Seasonal, Travel, Blog) and a search bar. A main content area features a 'SEASONAL SEAFOOD RECIPES' section with images of seafood dishes. A 'Recent Recipes' section displays four recipe cards: 'Seared Sea Scallops with Cheese and Pesto Sauce', 'Braised Duck and Dirty Rice', 'Whole Roasted Snapper With Miso-Polish', and 'Snapper Cakes'. A 'Recent Posts' section includes an interview with Chef Michael Brewer and a '2015 Chefs to Watch' article. A 'Seafood Favorites' section lists 'Southern-Style Cigarras', 'Shrimp Boil with Off-the-Roadhouse Sauce', and 'The Snag Harbor Por-Boy'. A sidebar on the right lists 'Popular' items like 'Daughters' South Shrimp Skrimp' and 'Crisp and Shrimp New'. At the bottom, there's a 'MORE HOFFMAN MEDIA PUBLICATIONS' list including 'all-american cooking', 'Cooking with Paula Deen', 'College Journal', 'Entertainment Weekly', 'Fresh Style', 'Southern Living', 'Taste of the South', 'TheTee', and 'Vixen'.

**EMAIL**

The screenshot shows an email newsletter from Louisiana Cookin'. It features a header with the brand name and social media icons. A 'Our Favorite Summer Recipes' section includes 'Red Beans and Rice', 'Potato Boudin Hash', and 'Classic Pimm's Cup'. A 'Hello to All' section contains a personal message from the publisher and announcements for the 'Great American Seafood Cook-Off' and 'New Orleans Red Dress Run'. A 'Popular' section lists recent articles. At the bottom, an 'UPCOMING EVENTS' section lists 'Purple Heart Day', 'Red Dress Run', and 'COOLinary'.

**Box** **Box**

**Banner**

**Rectangle** **Rectangle**

Social Following: 173,100



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