



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



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

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

Source: 2014 *Cooking with Paula Deen*
Readership Survey

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2016 Editorial

JANUARY/FEBRUARY *Down Home Comfort*

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

Travel: St. 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: TBD • *Ten to Try:* Meat & Three

SEPTEMBER/OCTOBER *Fall Gatherings*

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

Travel: TBD • *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: TBD • *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

Southern Sentiments

Seasonal décor ideas from Brandon Branch, Paula's design director

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

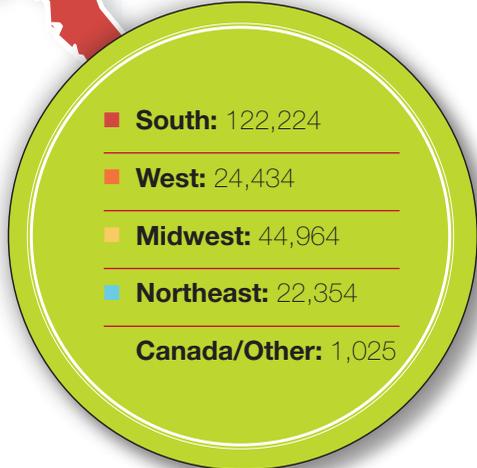
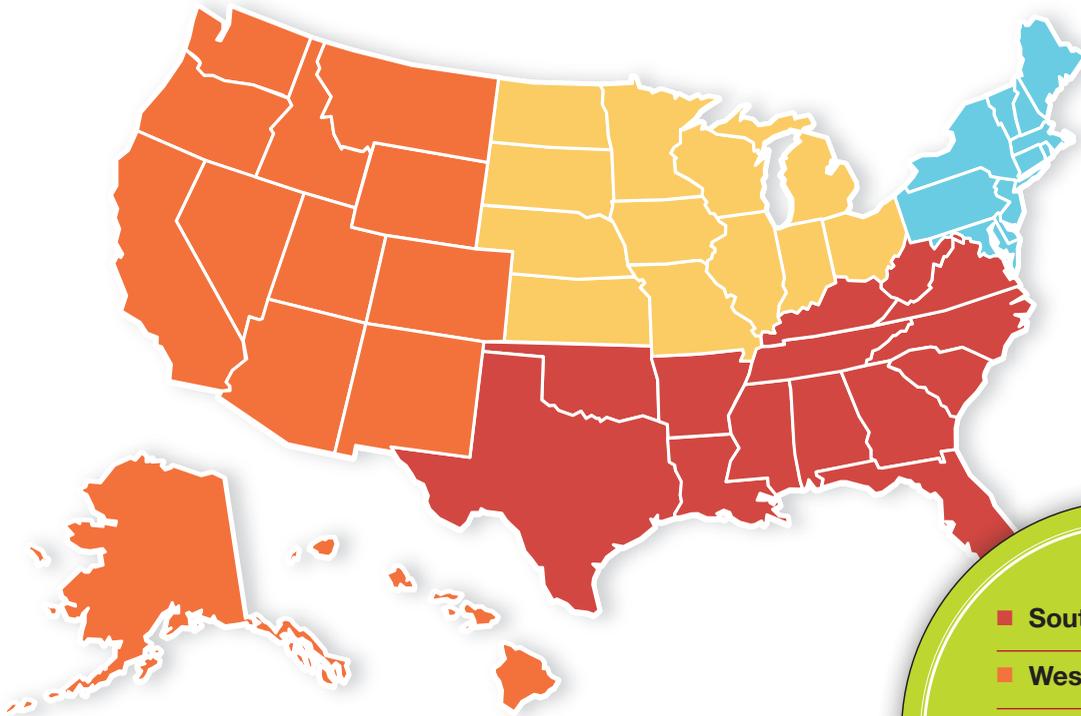
**CONTACT YOUR
SALES ASSOCIATE
FOR INFORMATION
ON OUR 2016
SPECIAL ISSUES.**



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
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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.

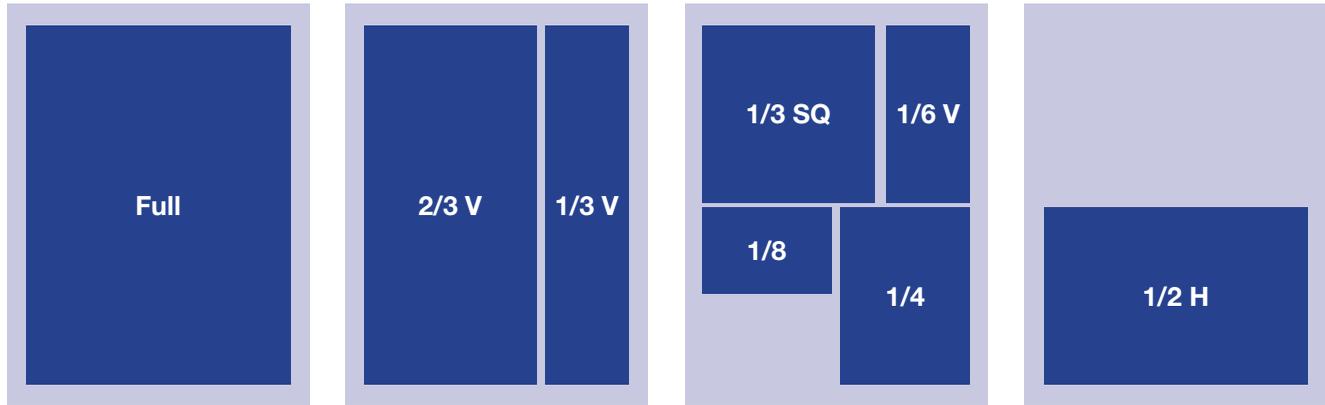


Total readership:

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
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

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Production Contact

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 Hoffman Media, LLC
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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.

Digital

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.

AVERAGE MONTHLY RATE

Web • \$1,150

AVERAGE WEEKLY RATE

Email • \$4,500




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