



# Victoria

## 2016 MEDIA KIT

*Victoria* celebrates the grace and elegance of a life well lived.

We travel the globe to deliver inspiration for home design and décor, cooking and entertaining, gardening, and touring. Each of our loyal readers is encouraged to follow her dreams, and her unique vision of a gracious and fulfilling life is inspired by inspirational accounts of successful, entrepreneurial women.





# Our Readers



Female **99%**  
Married **67%**  
Average HHI **\$92,226**  
Average Home Value **\$306,205**  
College Graduate or Higher **57%**  
Average Age **56 years**

## *Are Highly Engaged*

Spend an average of **2 hours, 18 minutes** with each issue of *Victoria*

**91%** saved the entire issue

**76%** participate in social networking websites

## *Like to Travel*

**78%** took a domestic or an international trip in the last year

Average number of trips: **3**

## *Are Shoppers*

**87%** plan to purchase Home Decor products in the coming year:

**73%** buy gifts for children under the age of 18

**92%** made online purchases in the last year

## *Enjoy Entertaining & Gardening*

**2 out of 3** entertain once a month or more

**91%** identify themselves as gardeners

*Victoria*

# 2016 Editorial



## **JANUARY/FEBRUARY** *The Entrepreneur Issue*

**Ad Closing/Materials:** 10/23/15 | **On-Sale:** 12/29/15

Flavor pairings: Citrus and Herbs • Antique textiles

Touring: Breckenridge, Colorado

## **MARCH/APRIL** *The Garden Issue*

**Ad Closing/Materials Due:** 12/15/15 | **On-Sale:** 2/9/16

Gardens of New Orleans • Fresh floral décor

Touring: Historic Homes and Gardens of New Orleans

## **MAY/JUNE** *The French Issue*

**Ad Closing/Materials Due:** 2/8/16 | **On-Sale:** 4/5/16

Harvesting roses • Burgundy, France

Touring: Prince Edward Island, Canada

## **JULY/AUGUST** *The Summer/Antiquing Issue*

**Ad Closing/Materials Due:** 4/7/16 | **On-Sale:** 6/7/16

Blue and white • At home in Connecticut

Touring: Georgia Antiques Trail

## **SEPTEMBER** *The British Issue*

**Ad Closing/Materials Due:** 6/3/16 | **On-Sale:** 8/2/16

British Picnic • Romantic England

Touring: Port Townsend, Washington

## **OCTOBER** *The Harvest Issue*

**Ad Closing/Materials Due:** 7/22/16 | **On-Sale:** 9/13/16

Autumnal displays • Cider making in Virginia

Touring: Dubuque, Iowa

## **NOVEMBER/DECEMBER** *The Holiday Issue*

**Ad Closing/Materials Due:** 8/26/16 | **On-Sale:** 10/25/16

Deck the halls • Elegant holiday meal

Touring: Providence, Rhode Island

*\*Subject to change*

## *Departments*

### *Favorite Things*

Roundup of trending products

### *Touring*

Travel story, usually in the U.S., focusing on a destination's attractions, hotels, shops, and restaurants

### *Cooking and Entertaining*

Seasonal food feature

### *Shops We Love*

Story about a charming shop

### *By Hand*

Spotlight on an artist and their work

### *Hotels We Love*

Highlight of a unique inn or hotel

### *From Our Table*

A second food-based story



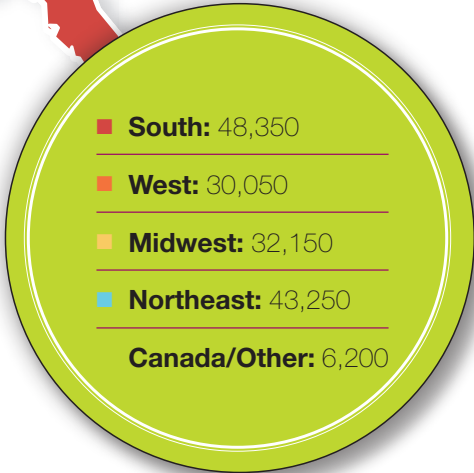
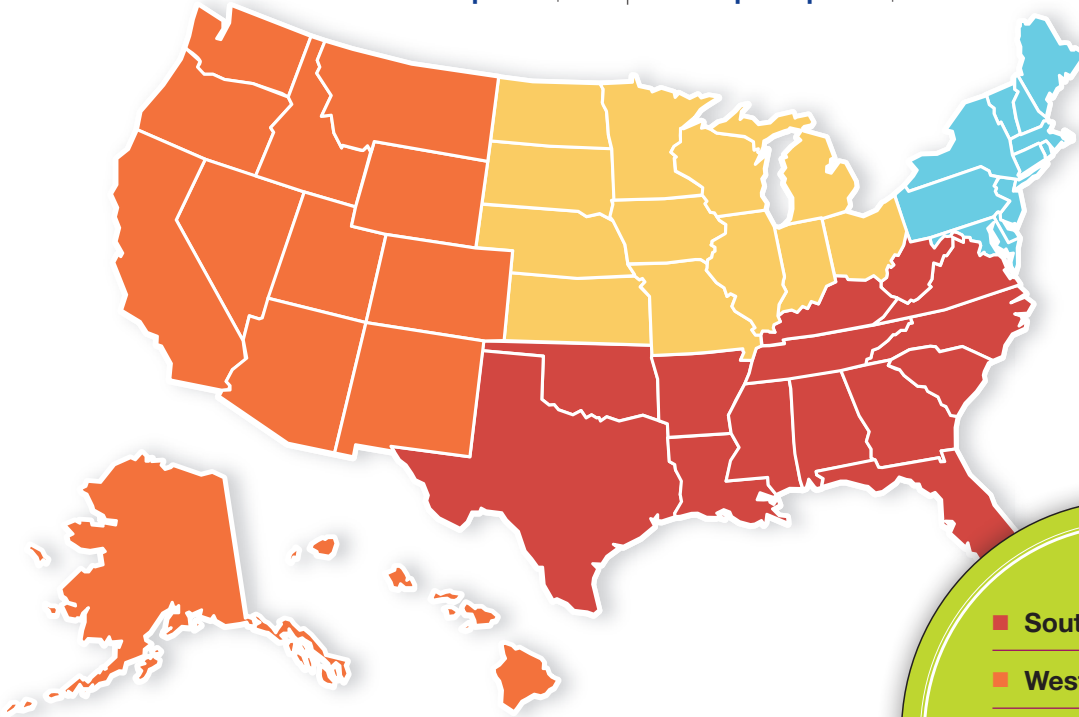
**CONTACT**  
sales associate  
for details regarding  
special issues for 2016.

*Victoria*



# 2015 *Victoria* Circulation

Frequency: 7x/year | Total readership: 480,000 | Readers per copy: 3 | Average paid copies: 160,000  
Cover price: \$4.99 | Subscription price: \$22.98



## Victoria

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.

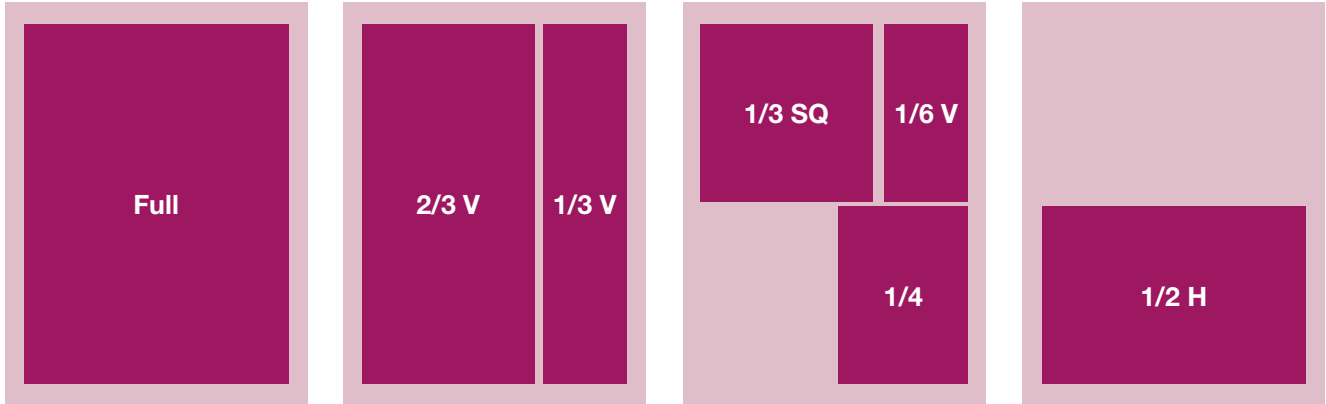


Total readership:

# 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

## *Victoria* Production Contact

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Birmingham, AL 35243

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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.**

# Digital

Monthly Uniques  
**66,900**

Email Subscribers  
**152,700**

## SPECS

### Banner Options (Web)

Box	300x250
Rectangle	300x100
Leaderboard	728x90
Skyscraper	160x600

### Banner Options (Email)

Box	300x250
Rectangle	300x100
Banner	640x200

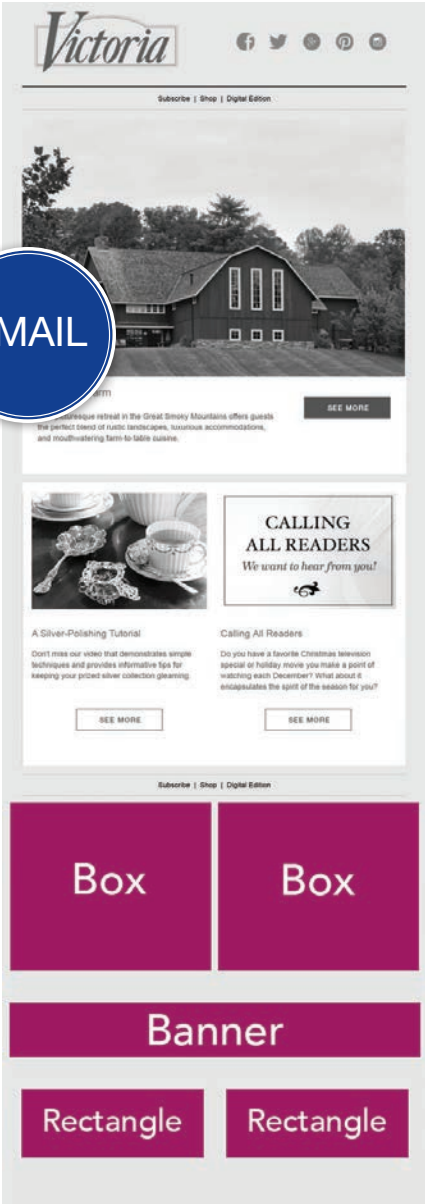
## FILES

### 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).



Social Following: 36,900



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