the cottage journal

Finding Joy in Simplicity.

The Cottage Journal offers an inspirational collection of charming homes and gardens that celebrates a lifestyle defined by an appreciation of quality over quantity, a pride of place, and living large while leaving a smaller footprint.

WE ARE...

Cheerful

Personal
Inviting
Informal
Artisanal
Stimulating

HOW WE DO IT...

Discovery

A showcase of home and garden designs that inspire fresh ideas

Reward

A respite from her busy life

Connections

Appreciation of traditions and beginnings

Authentic

Inspired designs from real people

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Magazine

Rate base: 128,000

Total audience: 384,000

Female: 98%

Median age: 63.8

Median HHI: $87,742

59% spend 2+ hours reading each issue

78% read 4/4 issues

97% decorate their homes themselves

99% get their home decorating inspiration from magazines

Plan to spend an avg. of $4289 on remodeling/decorating in next 12 months

Social Following

38,752

Digital

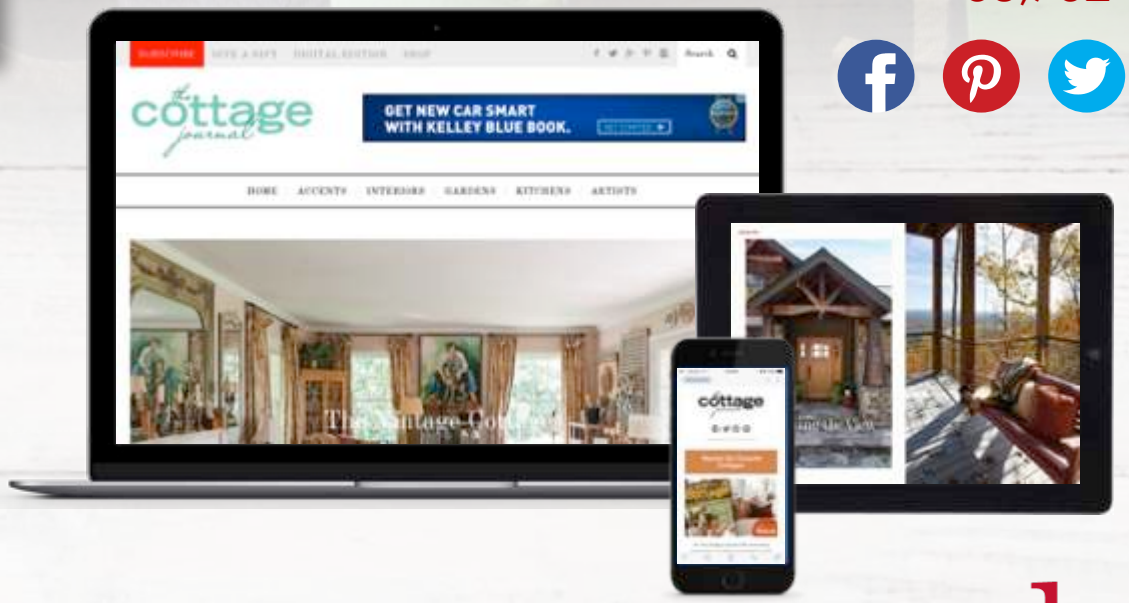
Unique monthly users: 75,000

Avg. monthly page views: 93,000

Female: 90%

Median age: 57.9

eNewsletter subscribers: 111,000



Sources- Print audience data: 2016 reader survey. Digital and social audience data: Google Analytics, 10/15/15 to 10/14/16

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2017 Editorial Calendar

The Winter Issue
Ad Closing/Materials Due: 10/17/16 | On-Sale: 12/20/16

The Spring Issue
Ad Closing/Materials Due: 1/3/17 | On-Sale: 3/7/17

The Summer Issue
Ad Closing/Materials Due: 3/6/17 | On-Sale: 5/9/17

The Autumn Issue
Ad Closing/Materials Due: 5/12/17 | On-Sale: 7/18/17

The Christmas Issue
Ad Closing/Materials Due: 8/25/17 | On-Sale: 10/31/17

The Winter Issue, 2018
Ad Closing/Materials Due: 10/20/17 | On-Sale: 12/26/17

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

As of 11/1/16. Subject to change

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Magazine Marketing

Rate base: 128,000

Cover 2, Page 1	$21,504
Spread	$17,920
Full page	$10,240
2/3 page	$8,192
1/2 page	$6,656
1/3 page	$5,120
1/4 page	$3,968
Cover 4	$14,080

Ad Specs

Trim Size: 7.875" x 10.5"
Full page | 6.875" x 9.375" (bleed 8.125" x 10.75")
2/3 page | 4.5" x 9.375"
1/2 page (H) | 6.875" x 4.625"
1/3 page (SQ) | 4.5" x 4.625"
1/3 page (V) | 2.1875" x 9.375"
1/4 page | 3.375" x 4.625

Tablet: All advertisements run on tablet version at no additional charge.
Business Reply Card and Inserts: Pricing available upon request; all business reply cards must accompany a minimum of a full page advertisement. 1/6P, 1/8P and 1/12P ad sizes are accepted; ask your sales representative for current rates. All rates are net.

Contact:
The Cottage Journal, Production
Hoffman Media, LLC
1900 International Park Drive, Ste 50
Birmingham, AL 35243
Phone: 205.262.2193
Fax: 205.991.0071
production2@hoffmanmedia.com

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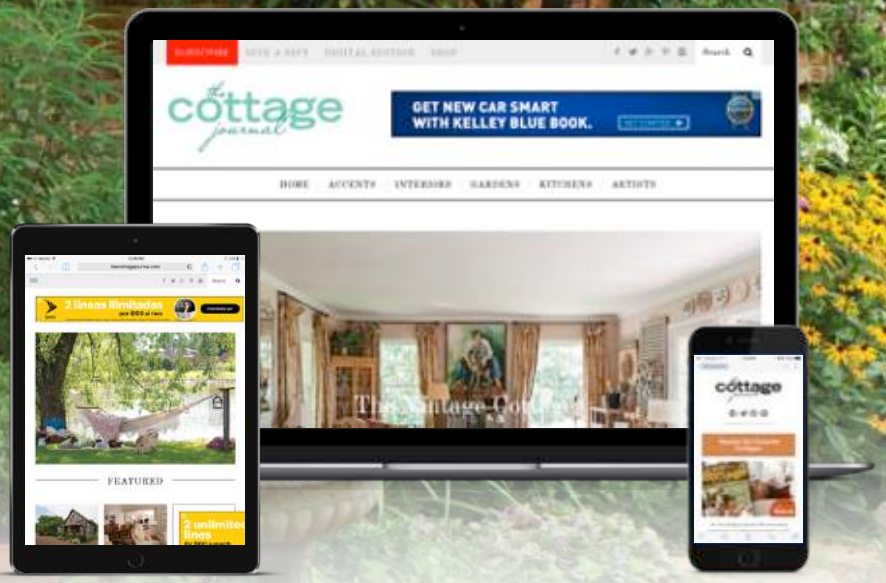

Digital Marketing

TheCottageJournal.com

Standard IAB	$20.00 cpm
Geo-targeted standard IAB	$30.00 cpm
Pop-up	$50.00 cpm

The Cottage Journal eNewsletter

300x250	$30.00 cpm
600x250	$75.00 cpm
Single sponsor	$125.00 cpm

Artwork Files

Matching proportions at 72 dpi
One 2x current dimensions for Retina displays
Please email all files and hyperlink information to rcollins@hoffmanmedia.com

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STORYMAKER

Branded content studio

Your story, handcrafted for our deeply engaged audience by our in-house team of content creators. We help generate dynamic conversations with your customers, enabling you to connect on a one-on-one level in one or multiple Hoffman Media brands in print, digital, video, social, and/or event platforms.

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WHEN SUBMITTING ARTWORK, USE HOFFMAN MEDIA'S FTP SITE

If your ad creative is 10MB or less, please send directly to the email address below. You can also share any size file with us from DropBox.com.

For IOS (Mac)

Step 1: Use *Fetch* (http://fetchsoftworks.com/) or *Transmit* (http://www.panic.com/transmit/) to sign on to ftp.hoffmanmedia.com, Your customer user name is anonymous and your password will be your own email address.
Step 2: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 7

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.
Step 2: Click on the page button at the top right, and select "Open FTP Site in Windows Explorer".
Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

For Windows (PC) and Internet Explorer 6 or earlier or any other browser

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.
Step 2: Go to "File' and choose "Log On As". Your user name is anonymous and your password will be your own email address.
Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

Contact:

Kimberly Lewis, klewis@hoffmanmedia.com or Rachel Collins, rcollins@hoffmanmedia.com

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