

LOUISIANA COOKIN™



Real Cajun and Creole Comfort.

Louisiana Cookin' celebrates the wholly unique culture and lifestyle of Louisiana. We serve the women who cherish the flavors of its food, its historical charm, and its joie de vivre. From home-cooked étouffées to chef creations, we inspire our audience with heartwarming stories steeped in centuries of tradition.

WE ARE...

Joyful

Comforting
Respectful
Playful
Lively

HOW WE DO IT...

Discovery

Modern expressions of classic Cajun and Creole recipes

Reward

Helping her preserve her heritage

Connections

Rooted in the past but looking toward the future

Multi-cultured

Powerfully shaped by our rich cultural influences and history

Authentic

Preserving the foodways and unique flavors of Louisiana



Magazine

Rate base: 42,000

Frequency: 6x

Total audience: 330,000

Female: 69%

Median age: 63.8

Median HHI: \$94,048

53% spend 2+ hours reading each issue

51% entertain at home at least 1x/month

2.1 recipes prepared from each issue

67% requested information from an advertiser and/or purchased a product advertised

Social Following

380,664

Digital

Unique monthly users: 126,000

Avg. monthly page views: 147,000

Female: 66%

Median age: 51.9

eNewsletter subscribers: 44,000



LOUISIANA COOKin™

2017 Editorial Calendar

Jan/Feb: Mardi Gras

Ad Closing/Materials Due: 10/20/16 | On-Sale: 12/20/16

Mar/Apr: Crawfish

Ad Closing/Materials Due: 1/5/17 | On-Sale: 2/28/17

May/Jun: Travel

Ad Closing/Materials Due: 3/2/17 | On-Sale: 4/25/17

Jul/Aug: Eat Local

Ad Closing/Materials Due: 5/3/17 | On-Sale: 6/27/17

Sep/Oct: Chefs to Watch

Ad Closing/Materials Due: 7/6/17 | On-Sale: 8/29/17

Nov/Dec: Holiday Entertaining

Ad Closing/Materials Due: 9/6/17 | On-Sale: 10/31/17

Jan/Feb 2018

Ad Closing/Materials Due: 10/25/17 | On-Sale: 12/26/17

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 favorites

In Season: Make the most of the season's best farmers' market finds

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

As of 11/1/16. Subject to change

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hoffmanmedia

LOUISIANA COOKIN'

Magazine Marketing



Rate base: 42,000

Cover 2, Page 1 \$7,056

Spread \$5,880

Full page \$3,360

2/3 page \$2,688

1/2 page \$2,184

1/3 page \$1,680

1/4 page \$1,302

Cover 4 \$4,620

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"

Contact:

Louisiana Cookin', Production
Hoffman Media, LLC
1900 International Park Drive, Ste 50
Birmingham, AL 35243
Phone: 205.262.2193
Fax: 205.991.0071
production2@hoffmanmedia.com

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.



LOUISIANA COOKIN™



Digital Marketing

LouisianaCookin.com

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

Louisiana Cookin' 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

LOUISIANA COOKIN™



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.



LOUISIANA COOKin™

**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

