



Victoria

Live the Bliss.

Victoria is a women's magazine celebrating a gracious lifestyle with inspiring entrepreneurs, home décor, entertaining, food, and beautiful travel destinations. We evoke a thoughtful spirit of loveliness, one that delights in the beauty of every day living and allows our audience to retreat in serenity to restore the soul.

WE ARE...

Classic

Gracious
Elegant
Genteel
Thoughtful
Beautiful
Inspiring

HOW WE DO IT...

Explore

Captivating
images and
words transport
our audience to
a world of
beauty and
imagination

Influence

Entrepreneurial
and artisans'
stories encourage
readers to turn
their own
passions into
profits

Connect

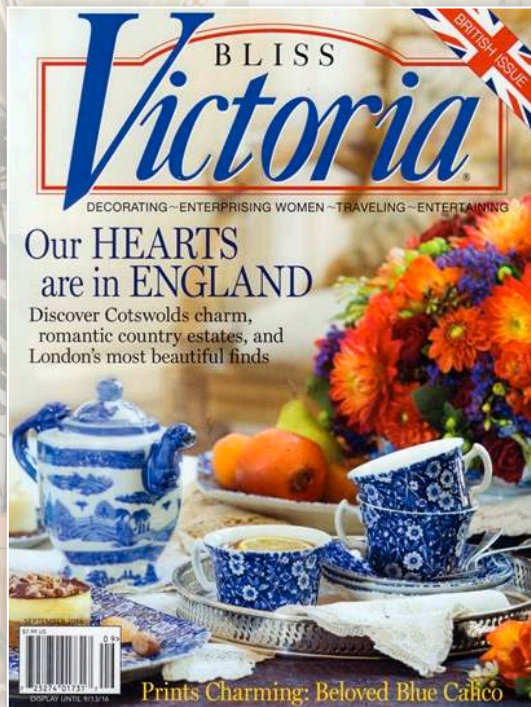
Infusing old-
world elegance
and faithfulness
to heritage with
modern
sensibilities

Honor

Creating a return
to loveliness for
those who cherish
a gracious and
harmonious way
of life

Authentic

The loveliness of
yesteryear
updated and
shaped for
today's woman



Magazine

Rate base: 151,000

Frequency: 7x

Total audience: 453,000

Female: 99%

Median age: 61.9

Median HHI: \$81,985

59% spend 2+ hours reading each issue

55% entertain at home at least 1x/month

28% took 4+ trips in the past year

75% requested information from an advertiser and/or purchased a product advertised

Social Following

192,545



Digital

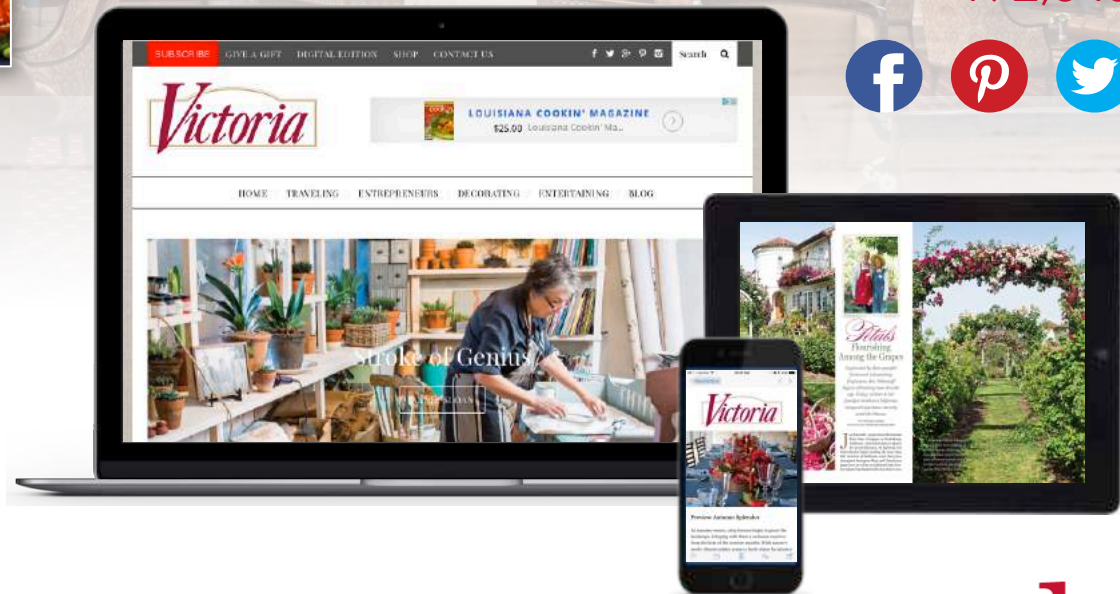
Unique monthly users: 75,000

Avg. monthly page views: 93,000

Female: 88%

Median age: 62.1

eNewsletter subscribers: 145,000



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

Jan/Feb: Entrepreneur Issue

Ad Closing/Materials Due: 10/11/16 | On-Sale: 12/20/16

Mar/Apr: Garden Issue

Ad Closing/Materials Due: 1/4/17 | On-Sale: 2/28/17

May/Jun: French Issue

Ad Closing/Materials Due: 2/8/17 | On-Sale: 4/18/17

Jul/Aug: The Antiques Issue, Summer

Ad Closing/Materials Due: 4/12/17 | On-Sale: 6/20/17

Sep: The British Issue

Ad Closing/Materials Due: 5/24/17 | On-Sale: 8/1/17

Oct: The Harvest Issue

Ad Closing/Materials Due: 6/28/17 | On-Sale: 9/12/17

Nov/Dec: The Holiday Issue

Ad Closing/Materials Due: 8/16/17 | On-Sale: 10/24/17

Jan/Feb 2018

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

In Every Issue:

Favorite Things: Roundup of trending products

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

Shops We Love: Our favorite picks for boutiques and specialty shops that cater to the feminine aesthetic

By Hand: Spotlight on an artist and her/his work

Hotels We Love: Highlight of a unique inn or hotel

From Our Table: Menus and recipes to inspire culinary skills and offer cuisine for entertaining

Hidden Treasures: Estates, museums, and gardens of historic importance not widely known

As of 11/1/16. Subject to change

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Magazine Marketing



Advertising Rates

Cover 2, Page 1	\$25,368
Spread	\$21,140
Full page	\$12,080
2/3 page	\$9,664
1/2 page	\$7,852
1/3 page	\$6,040
1/4 page	\$4,681
Cover 4	\$16,610

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"

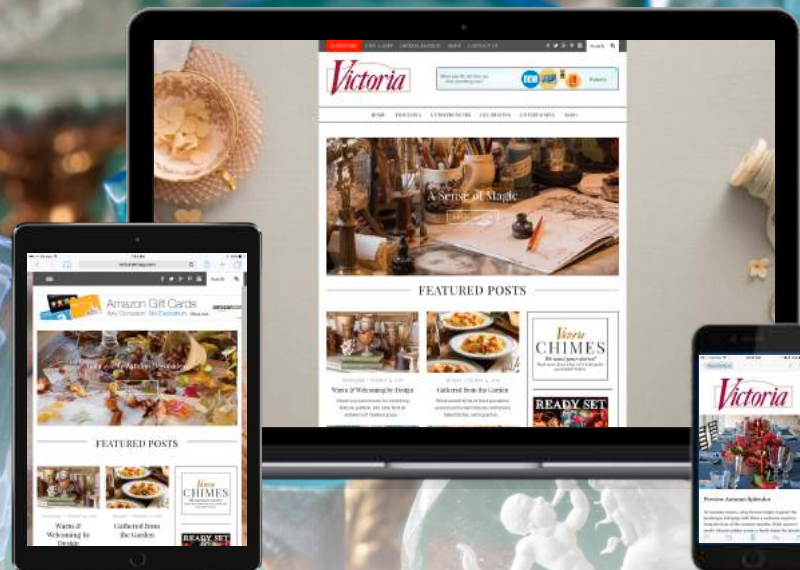
Contact:
 Victoria, Production
 Hoffman Media, LLC
 1900 International Park Drive, Ste 50
 Birmingham, AL 35243
 Phone: 205.262.2193
 Fax: 205.991.0071
 production2@hoffmanmedia.com

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.

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Digital Marketing

VictoriaMagazine.com

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

Victoria 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

Victoria



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

