

BLISS  
*Victoria*







*Victoria* is a women's magazine celebrating a gracious lifestyle with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations. We evoke a thoughtful spirit of loveliness—one that delights in the elegance of everyday living and allows our audience to retreat in serenity to restore the soul.



997,000  
TOTAL REACH

### Print

**Total Distribution** 230,000

**Frequency** 7x

### Digital

**Monthly Pageviews** 381,000

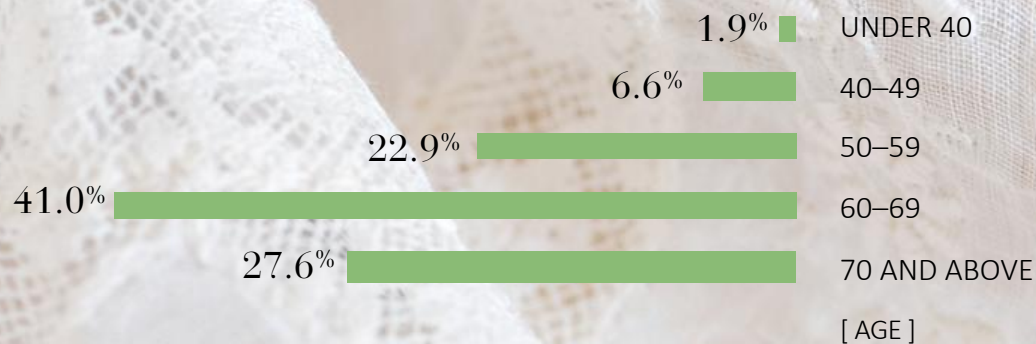
**E-Newsletter Subscribers** 134,000

### Social

**Followers** 252,000

**Average Reach per Facebook Post** 6,300

**Average Interactions per Instagram Post**  
2,513 likes and 37 comments

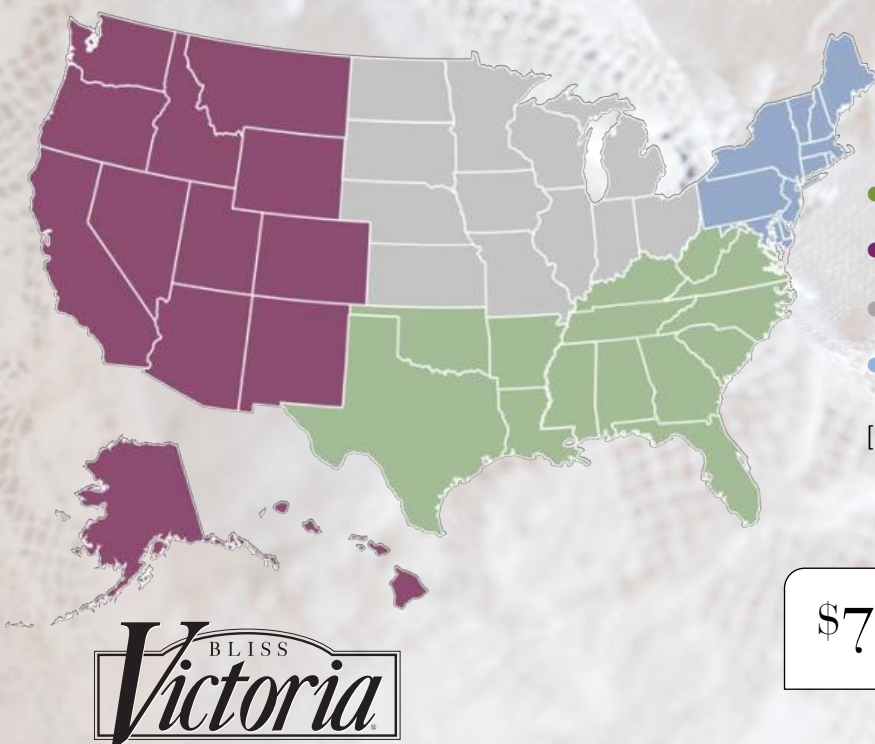


99.5%

FEMALE

.5% MALE

[ GENDER ]



\$75,000 – \$105,000

[ MEDIAN HHI RANGE ]

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77% have been readers for 10+ years



87% requested information on or purchased a product advertised in *Victoria*

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63% spend over 1 hour reading each issue



91% save entire issues



67% visit the *Victoria* website



90% rate *Victoria* among their favorite publications



Jul | Aug –  
Summer & Antiques

Sales Close 3/25 | On Sale 5/21

Sep – Great Britain

Sales Close 5/28 | On Sale 7/23

Oct – Autumn

Sales Close 7/1 | On Sale 8/27

For more information, please contact your account manager  
or Megan McIlwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).

Nov | Dec – Holiday

Sales Close 8/6 | On Sale 10/8

Jan | Feb 2020 –

Entrepreneur

Sales Close 10/14 | On Sale 12/10

Mar | Apr 2020 – Garden

Sales Close 11/29 | On Sale 2/4

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Editorial content and dates subject to change. Ask your account manager about Victoria Classics special-interest publications (SIPs).





**Victoria** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

Success is due to a loyal, engaged readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, this stability creates a targeted, expected environment for advertising.

### Advertising Rates

**Cover 2, Page 1** \$25,200

**Spread** \$21,000

**Full Page** \$12,000

**2/3 Page** \$9,600

**1/2 Page** \$7,800

**1/3 Page** \$6,000

**1/4 Page** \$4,650

**Cover 4** \$16,500

### Ad Specs

**Trim Size** 7.875" x 10.5"

**Full Page** 8.125" x 10.75"

(bleed only)

**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"

### Digital Editions

All advertisements run on digital editions at no additional charge.

Option to include a hyperlink to direct readers to advertiser website.

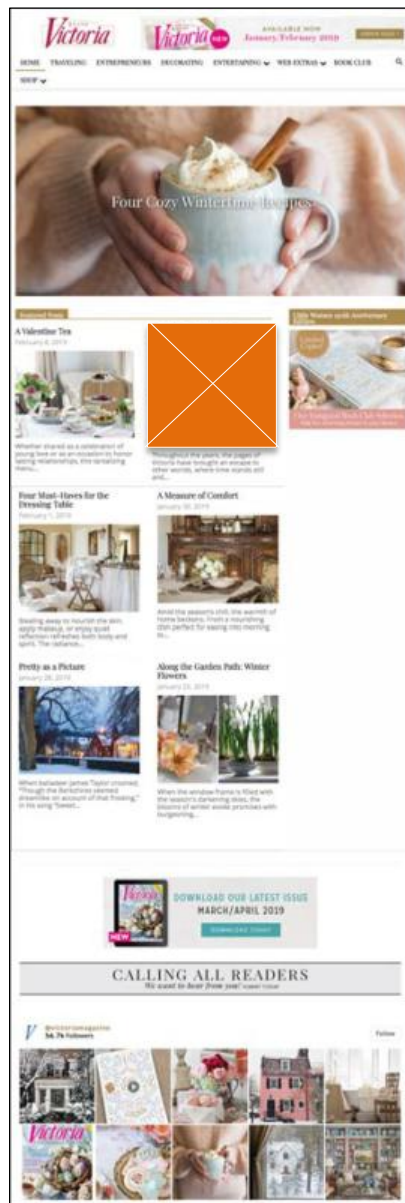
### Business Reply Card, Polybag, and Inserts

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.

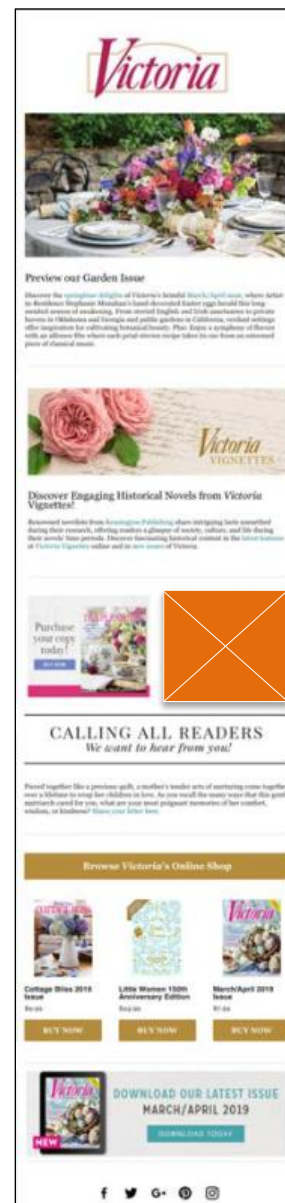


Frequency pricing and custom-program proposals available upon request. All rates are net.





[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]



Written by editors, **Victoria** digital placements allow content to travel to meet readers in the right place, through the right platform, at the right moment on their journey.

Leverage our deep expertise in engaging content creation, and get to know our passionate audience through custom digital and social placements timed to complement your internal marketing campaigns and drive web traffic.

## Advertising Placements

### Blog Post \$2,000

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300-500 words
- Option to embed video

### E-Newsletter Ad \$20 CPM

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted

For more information,  
please contact  
your account manager  
or Megan McIlwain,  
[mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).



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[ SPONSORED  
E-NEWSLETTER ]



[ FACEBOOK ]



[ INSTAGRAM ]

## Advertising Placements

### Sponsored E-Newsletter \$50 CPM

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

### Facebook \$500

- Single image, series of 2-5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags
- Paid promotion included

### Instagram \$500

- Single image, series of 2-5 images, or short video
- Link to advertiser website in bio
- Advertiser handle and hashtags

## Additional Opportunities

Social Media Platform Takeover

Influencer Network Program

Reader Sweepstakes

*We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.*





STORYMAKER

Hoffman Media's branded content division, StoryMaker, offers advertisers access to an in-house team of writers, designers, photographers, videographers, event planners, and content creators to help tell their story.

Turnkey, custom programs promoted across multiple platforms provide for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

## Opportunities

Advertorial Content

Co-Op Partnership

Tipped Cover

Insert

Polybag

Reader Sweepstakes

Influencer Network Program

Test Kitchen Partnership

Recipe Development

Food and Prop Styling

Photography

Videography

Custom Book Publishing

Catalog/Travel Guide Development  
and Production

Restaurant Takeover

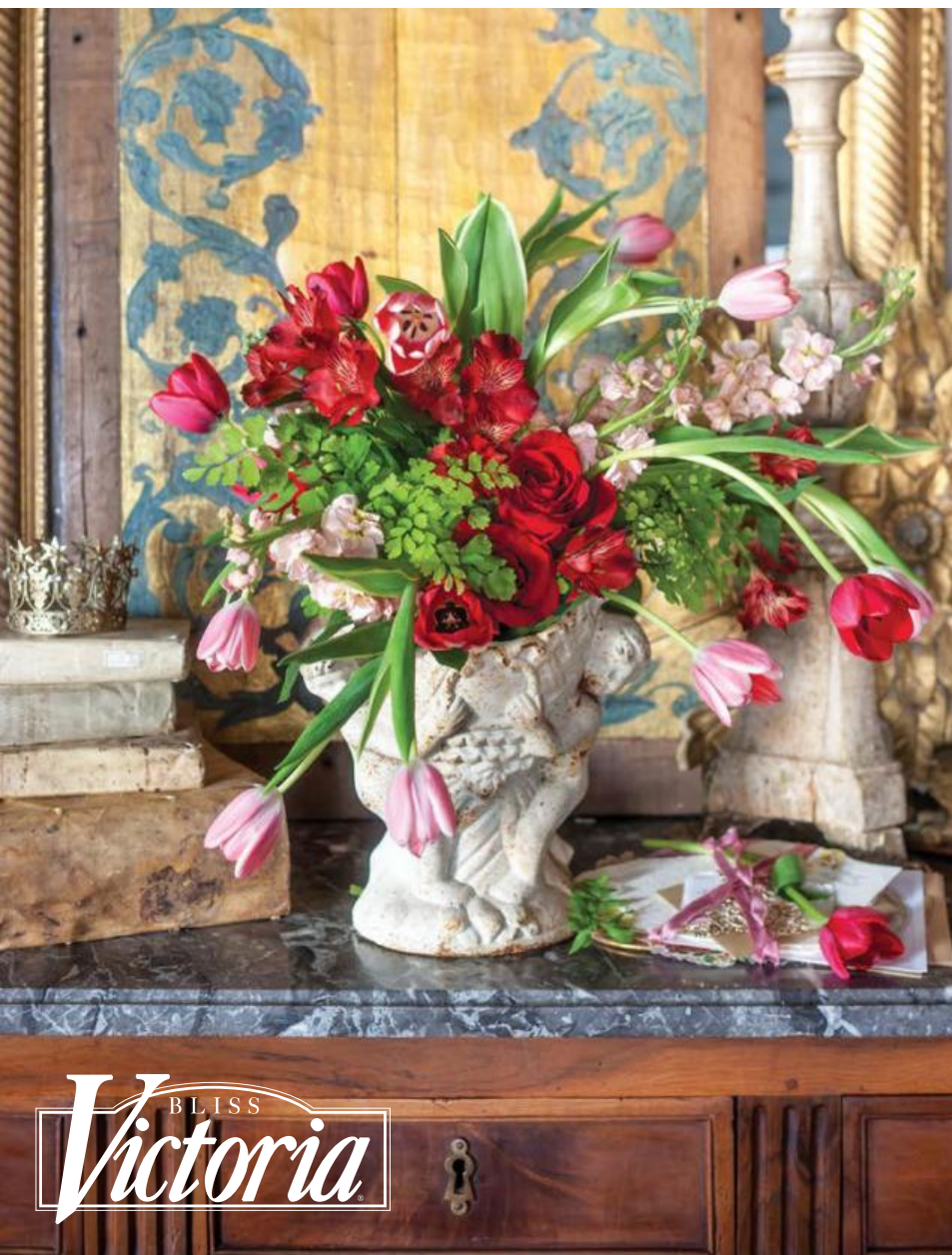
Event Planning and Execution

White-Glove Content Creation

**For more information,** please contact your account manager or Megan McIlwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*





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Creative for custom content and digital placements should be directed to Megan McIlwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).

For print ad creative 10MB or less, send directly to Kimberly Lewis, [klewis@hoffmanmedia.com](mailto:klewis@hoffmanmedia.com), or Rachel Collins, [rcollins@hoffmanmedia.com](mailto:rcollins@hoffmanmedia.com). Any size file accepted via Dropbox or WeTransfer.

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## For submitting via FTP:

### STEP 1

**For iOS (Mac):** Use Fetch ([fetchsoftworks.com](http://fetchsoftworks.com)) or Transmit ([www.panic.com/transmit](http://www.panic.com/transmit)) to sign on to [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com). Your customer user name is “anonymous,” and your password will be your email address.

**For Windows (PC) and Internet Explorer 7:** Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Click on the page button at the top right and select “Open FTP Site in Windows Explorer.”

**For Windows (PC) and Internet Explorer 6 or earlier, or any other browser:** Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Go to “File” and choose “Log On As.” Your user name is “anonymous,” and your password will be your email address.

### STEP 2

Place your file in the appropriate magazine folder, and notify your advertising production representative that the file is ready for download.