



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.





Print

Total Distribution 230,000 Frequency 7x

Digital

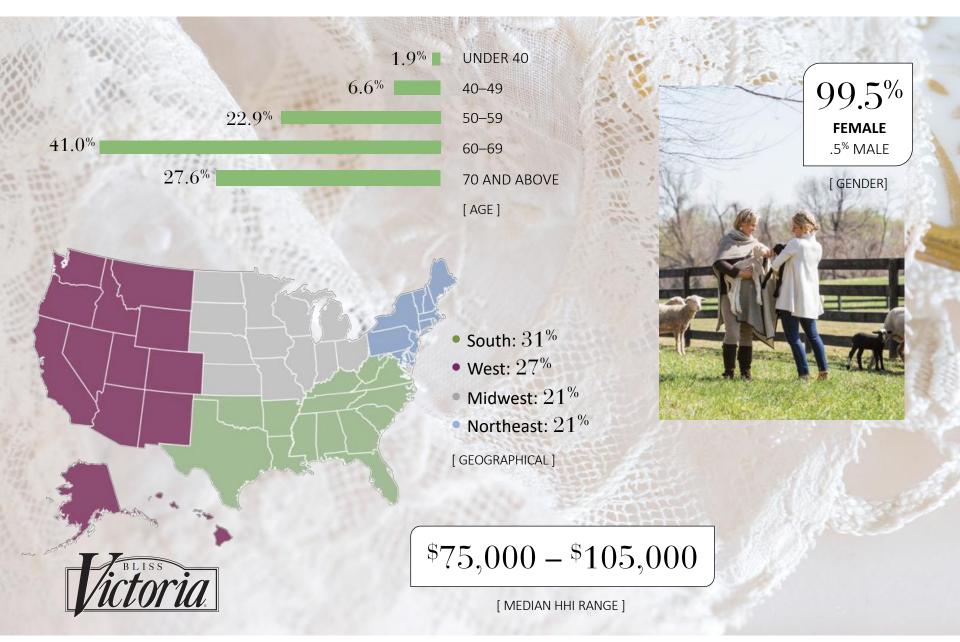
Monthly Pageviews 381,000 E-Newsletter Subscribers 134,000

Social **Followers** 252,000

Average Reach per Facebook Post 6,300 Average Interactions per Instagram Post 2,513 likes and 37 comments

Sources — Print: Publisher's 2018 Statement of Ownership; Digital and Social: Google Analytics, based on Jan. 2019 data.

AUDIENCE



READER STATISTICS



Sources — Print: Publisher's 2018 Statement of Ownership; Digital and Social: Google Analytics, based on Jan. 2019 data.

2019 | 2020 EDITORIAL CALENDAR

Jul | Aug – Summer & Antiques Sales Close 3/25 | On Sale 5/21

Sep – Great Britain Sales Close 5/28 | On Sale 7/23 Nov | Dec – Holiday Sales Close 8/6 | On Sale 10/8

Jan | Feb 2020 – Entrepreneur Sales Close 10/14 | On Sale 12/10

Oct – Autumn Sales Close 7/1 | On Sale 8/27 Mar | Apr 2020 – Garden Sales Close 11/29 | On Sale 2/4

For more information, please contact your account manager or Megan McIllwain, *mmcillwain@hoffmanmedia.com*.





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.

DIGITAL MARKETING





[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

Victoria.

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





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Once A Scoundrel By Mary Jo Putn

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[SPONSORED E-NEWSLETTER]

Victoria Magazine February 3 at 6:00 PM - W

Stealing away to nourish the skin, apply makeup, or enjoy quiet reflection refreshes both the body and spirit. Curate your own casis from which to while away the morning in preparation, using our list of four necessities as inspiration. http://bit.jv?Wq4hzi



[FACEBOOK]



4,016 likes

victoriamagazine We're still as in love with these sequisite cookies from New York pastry chef Amber Spiegel of @sweetambs as when she first created them exclusively for Victoria. Watch her hand-pipe these royal finishes of delcate buds and shimmering accents at http://bi.ly/ZFqVkQV or link in profile! J Photography: Stephanie Webbourne Steelee

#howto #recipe #cookies #decorate #newyork #pastry #chef #beautiful #bliss #victoriamagazine View all 92 comments

[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.

S T O R Y M A K E R







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.

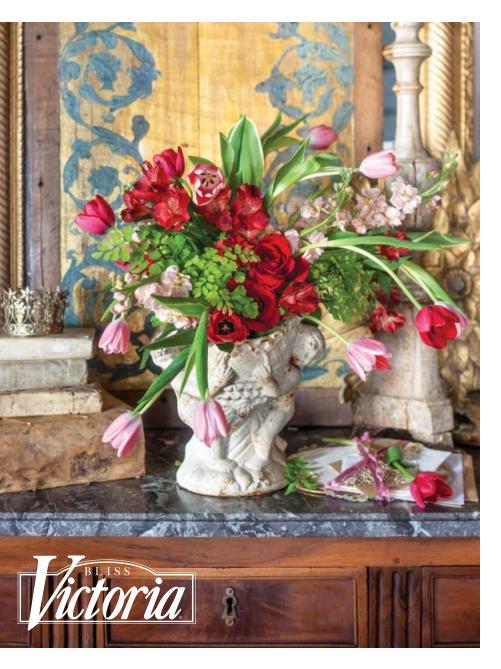
Turnkey, custom programs promoted across multiple platforms provide for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

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 McIllwain, mmcillwain@hoffmanmedia.com.

SUBMITTING ARTWORK



Creative for custom content and digital placements should be directed to Megan McIllwain, mmcillwain@hoffmanmedia.com.

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

For submitting via FTP:

STEP 1

For iOS (Mac): Use Fetch (fetchsoftworks.com) or Transmit (www.panic.com/transmit) to sign on to 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, 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, 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.