



Tea Time®

TeaTime®

Written by tea lovers, for tea lovers, *TeaTime* revels in the elegance, timelessness, and traditions of tea that enhance readers' lives. We focus on the beauty of the tea experience: the pleasure of tasting tea, the fellowship it builds, the setting, and the joy of hosting people.

Print

Total Distribution 115,000

Frequency 6x

Digital

Monthly Pageviews 337,000

E-Newsletter Subscribers 81,000

Social    

Followers 97,000

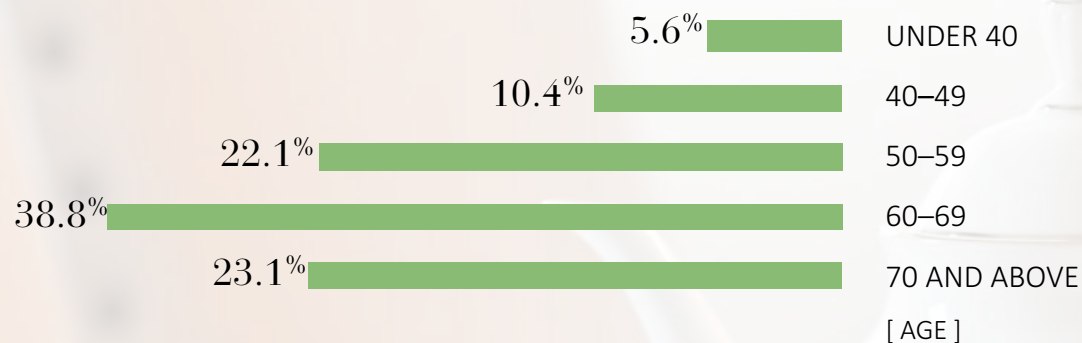
Average Reach per Facebook Post 4,500

Average Interactions per Instagram

Post 815 likes and 15 comments

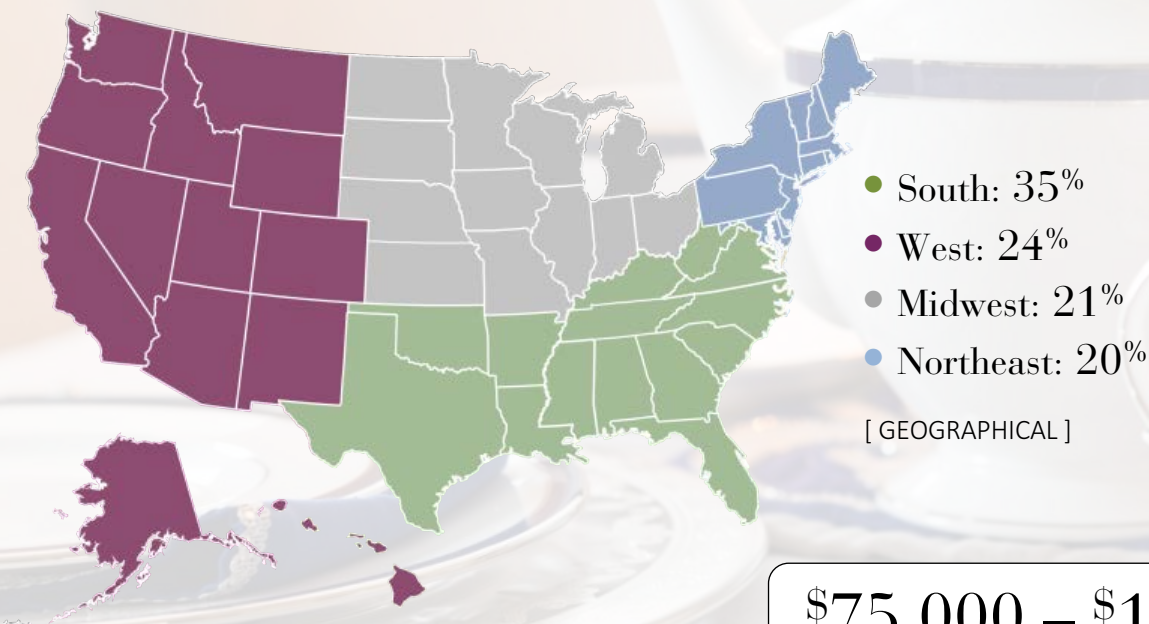


630,000
TOTAL REACH



97%
FEMALE
3% MALE

[GENDER]



\$75,000 – \$100,000

[MEDIAN HHI RANGE]

TeaTime®

66% have been readers for 4+ years



51% spend over 1 hour reading each issue



62% purchased a product written about or advertised in *TeaTime*



76% rate *TeaTime* as excellent, when compared to other publications they read



TeaTime



81% are active on social media

82% save entire issues



TeaTime®

Jul | Aug

Summer Tea Parties

Sales Close 4/5

On Sale 6/4

Sep | Oct

Harvest Teatimes

Sales Close 6/7

On Sale 8/6

Nov | Dec

Holiday Celebrations

Sales Close 8/9

On Sale 10/8

Jan | Feb 2020

Valentine's Day and More

Sales Close 10/10

On Sale 12/10

Mar | Apr 2020

Springtime Gatherings

Sales Close 11/29

On Sale 2/4

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





TeaTime allows enthusiasts to slow down, unplug, and escape with their favorite cup of tea. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, taste in the mouthwatering recipes and tea pairings, and see in the compelling images and clean design.

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

Advertising Rates

Cover 2, Page 1 \$10,416

Spread \$8,680

Full Page \$4,960

2/3 Page \$3,968

1/2 Page \$3,224

1/3 Page \$2,480

1/4 Page \$1,922

Cover 4 \$6,820

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"

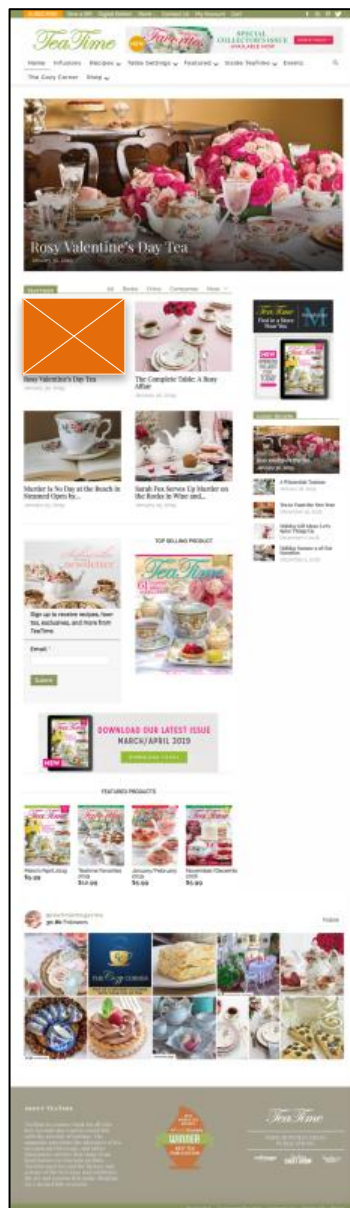
Digital Editions

All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

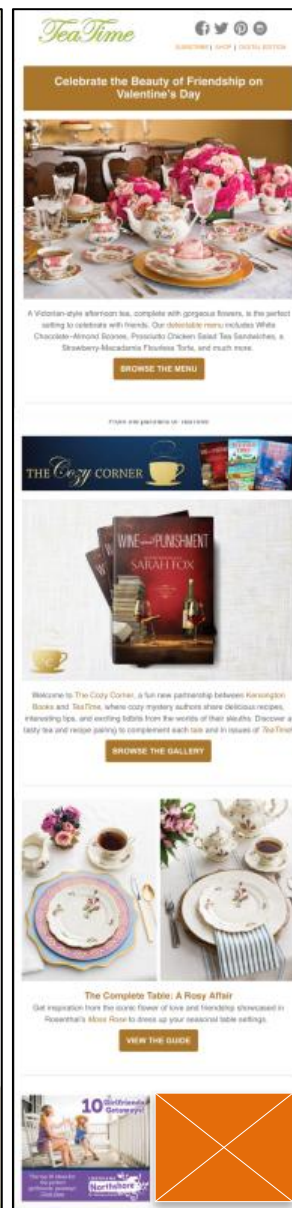
Business Reply Card, Polybag, and Inserts

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

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



[BLOG POST VIA HOME PAGE] [E-NEWSLETTER AD]



TeaTime®

Written by editors, *TeaTime* 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



Tea Time



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



[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.

Pricing and custom program proposal available upon request.



Tea Time®

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

For print ad creative 10MB or less, send directly to Samantha Sullivan, ssullivan@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](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.