



cooking with
Paula[®] DEEN



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Cooking with Paula Deen invites readers into Paula Deen's home to experience what she holds dear: family, friends, and delicious Southern food. We embrace and celebrate traditional values and less-complicated times, when love and caring were shared over comforting food and conversation.

**50+
NEW RECIPES
IN EACH ISSUE**

Print

Total Distribution 200,000

Frequency 7x

Digital

Monthly Page Views 231,009

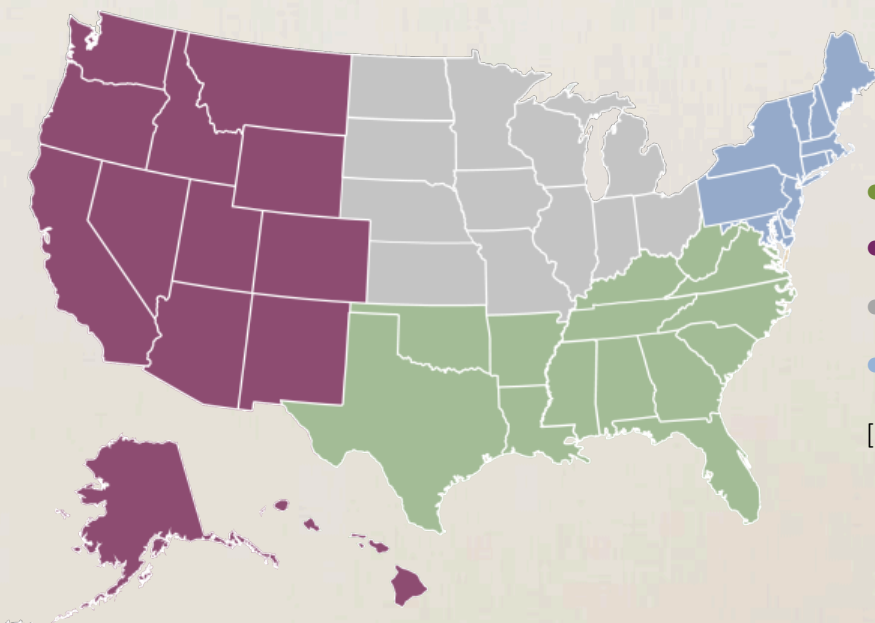
E-Newsletter Subscribers 206,753



637,762
TOTAL REACH



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



- South: 56%
- West: 12%
- Midwest: 21%
- Northeast: 11%

[GEOGRAPHICAL]

\$62,500

[MEDIAN HHI]



97%

FEMALE

3% MALE

[GENDER]

cooking with
Paula DEEN

88% say Paula Deen is their favorite cooking celebrity



cooking with
Paula DEEN

65% have been readers for more than 4 years



56% prepare recipes from scratch

60% get their recipes from magazines or cookbooks



78% regularly visit the *Cooking with Paula Deen* website





March | April
Spring

Sales Close 12/16

On Sale 2/18

May | June
Early Summer

Sales Close 2/18

On Sale 4/14

July | August
Late Summer

Sales Close 4/14

On Sale 6/9

September
Early Fall

Sales Close 6/2

On Sale 7/28

October
Late Fall

Sales Close 7/14

On Sale 9/8

Nov | Dec
Holidays

Sales Close 8/11

On Sale 10/6

Jan | Feb 2021
Winter Comfort

Sales Close 10/14

On Sale 12/8

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





The success of ***Cooking with Paula Deen*** is due to a loyal, trusting readership who are 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 \$15,120

Spread \$12,600

Full Page \$7,200

2/3 Page \$5,760

1/2 Page \$4,680

1/3 Page \$3,600

1/4 Page \$2,790

Cover 4 \$9,900

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.

cooking with Paula DEEN

Written by the editors of *Cooking with Paula Deen*, 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.

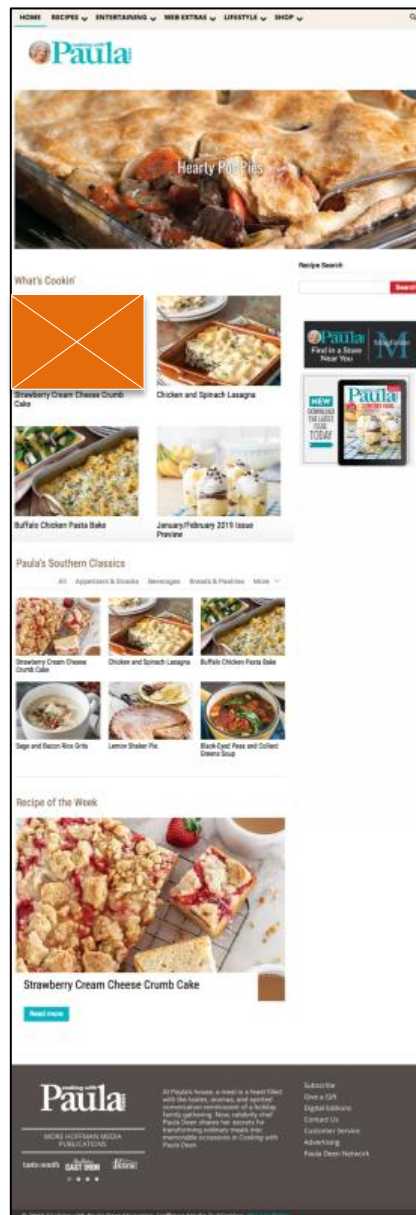
Advertising Placements

Blog Post

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

E-Newsletter Ad

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



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

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mmcillwain@hoffmanmedia.com.

Paula

Experience Awesome in ALPHARETTA, GEORGIA

Are you planning to take a Southern road trip full of cultural fun, scenic views, and local food? Then, you'll want to enter this exclusive giveaway for a Gourmet Getaway in Alpharetta, Georgia, courtesy of the Alpharetta Convention and Visitors Bureau. This trip is a premier dining destination in the Southeast featuring almost every cuisine imaginable, centrally located just 30 miles north of Atlanta.

ENTER NOW

ENTER NOW

Visitors will see and taste why Alpharetta is a foodie's paradise. From chef-driven concepts to local favorites, Southern fare is made to order and just simply everything in between. It's an experience experience not to be missed!

ENTER NOW

Gourmet Getaway to Alpharetta, Georgia

The package includes:

- Two-night, one-room resort stay at Embassy Suites by Hilton Atlanta Alpharetta
- Registration fee fees while in one cooking class at each of Alpharetta's four cooking schools:
 - Paula Deen's Cooking School in Alpharetta
 - South Cooking School at White House Inn
 - Bar to Table Cooking Classes at North Point Mall
 - Williams Sonoma Atlanta

ENTER NOW

ENTER NOW

[SPONSORED
E-NEWSLETTER]

Advertising Placements

Sponsored E-Newsletter

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

Additional Opportunities

Reader Sweepstakes

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



All rates are net.



The editors of *Cooking with Paula Deen* have launched a special marketplace section to answer the most frequent question asked by readers: **What are your favorite products?**

It's no secret readers are constantly on the hunt for new finds to enhance their cooking and enrich their lifestyle. This new section will appear in each issue and feature up to two pages of must-have products to help readers celebrate the South's diverse food culture.

Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE \$875

SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full-year schedule.



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

Opportunities

Advertorial Content	Food and Prop Styling
Co-Op Partnership	Photography
Tipped Cover	Videography
Insert	Custom Book Publishing
Polybag	Catalog/Travel Guide Development
Reader Sweepstakes	and Production
Influencer Network Program	Restaurant Takeover
Test Kitchen Partnership	Event Planning and Execution
Recipe Development	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.



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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 Kimberly Lewis, klewis@hoffmanmedia.com, or Rachel Collins, rcollins@hoffmanmedia.com. We accept any size file via Dropbox or WeTransfer.

For submitting via FTP:

STEP 1

For iOS (Mac): Use Fetch (fetchsoftworks.com) or Transmit (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.



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