



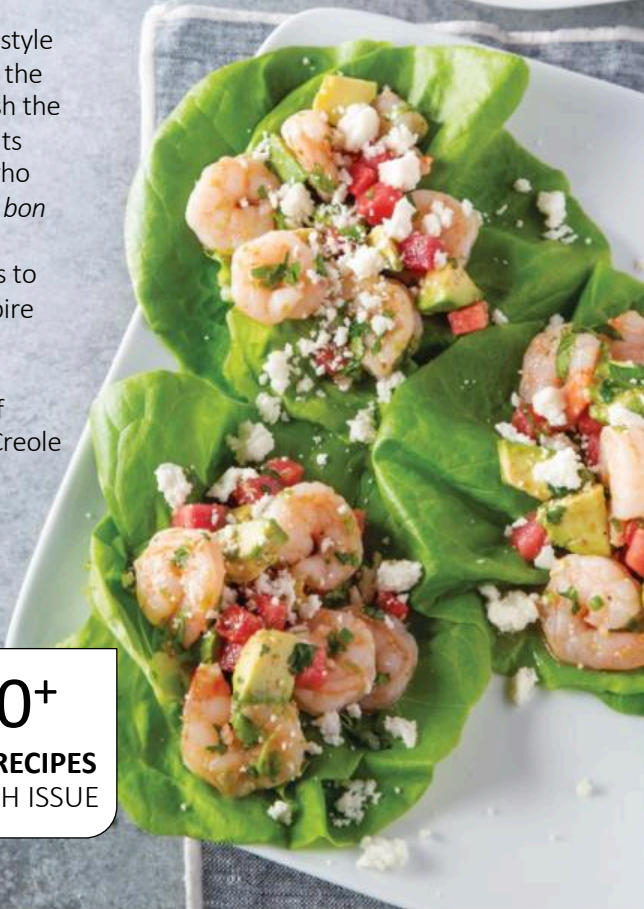
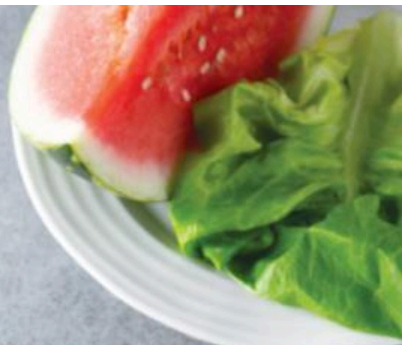
# LOUISIANA COOKIN'

hm  
hoffmanmedia

# LOUISIANA COOKIN'

**Louisiana Cookin'** celebrates the wholly unique culture and lifestyle of Louisiana. We serve the enthusiasts who cherish the flavors of its food and its historical charm and who are ready to *laissez les bon temps rouler!* From homecooked étouffées to chef creations, we inspire our audience with heartwarming stories steeped in centuries of traditional Cajun and Creole comfort.

**40+**  
NEW RECIPES  
IN EACH ISSUE



## Print

**Total Distribution** 50,000

**Frequency** 6x

## Digital

**Monthly Page Views** 578,157

**E-Newsletter Subscribers** 47,003

**Social**    

**Followers** 423,725

**Average Reach per Facebook**

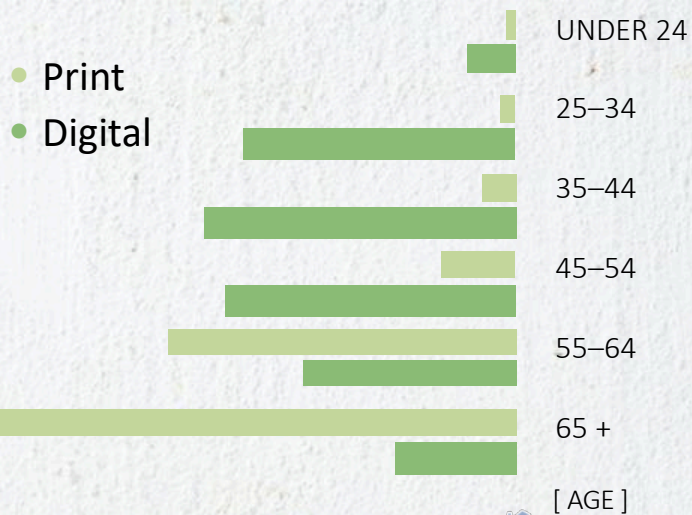
**Post** 10,100



**1,098,885**

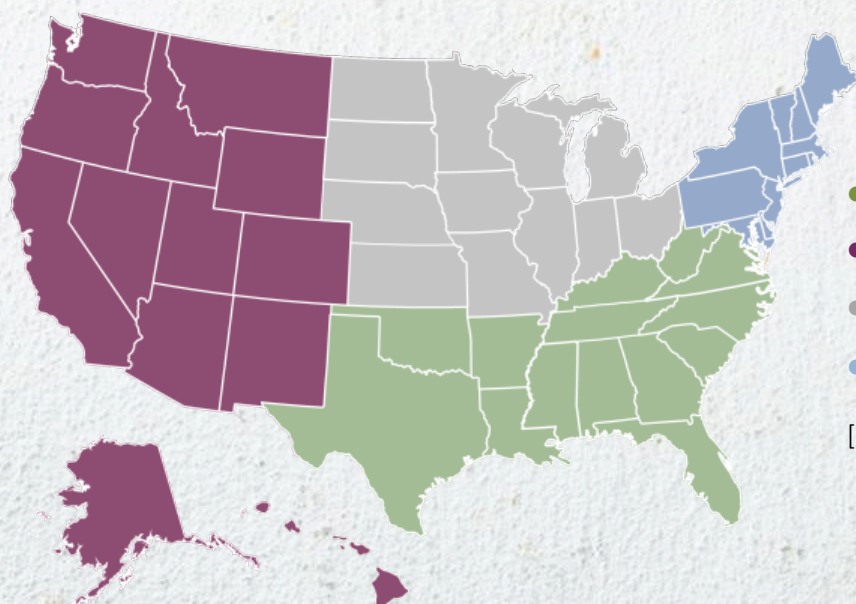
TOTAL REACH





**65%**  
**FEMALE**  
 35% MALE

[ GENDER ]



- South: 69%
  - West: 11%
  - Midwest: 12%
  - Northeast: 8%
- [ GEOGRAPHICAL ]



**\$87,500**

[ MEDIAN HHI ]

LOUISIANA  
**cooK'n'**



72% read 4 out of last 4 issues



96% purchased a specialty ingredient for a recipe



63% save entire issues



52% have been readers for 4+ years



76% are active on social media



72% purchased a product written about or advertised in Louisiana Cookin'

# LOUISIANA COOKIN'

Mar | Apr

*Crawfish Issue*

Sales Close 12/12

On Sale 2/11

May | Jun

*Travel Issue*

Sales Close 2/20

On Sale 4/14

Jul | Aug

*Eat Local Issue*

Sales Close 4/15

On Sale 6/9

Sept | Oct

*Chefs to Watch Issue*

Sales Close 6/17

On Sale 8/11

Nov | Dec

*Holiday Entertaining Issue*

Sales Close 8/20

On Sale 10/13

Jan | Feb 2021



*Mardi Gras Issue*

Sales Close 10/15

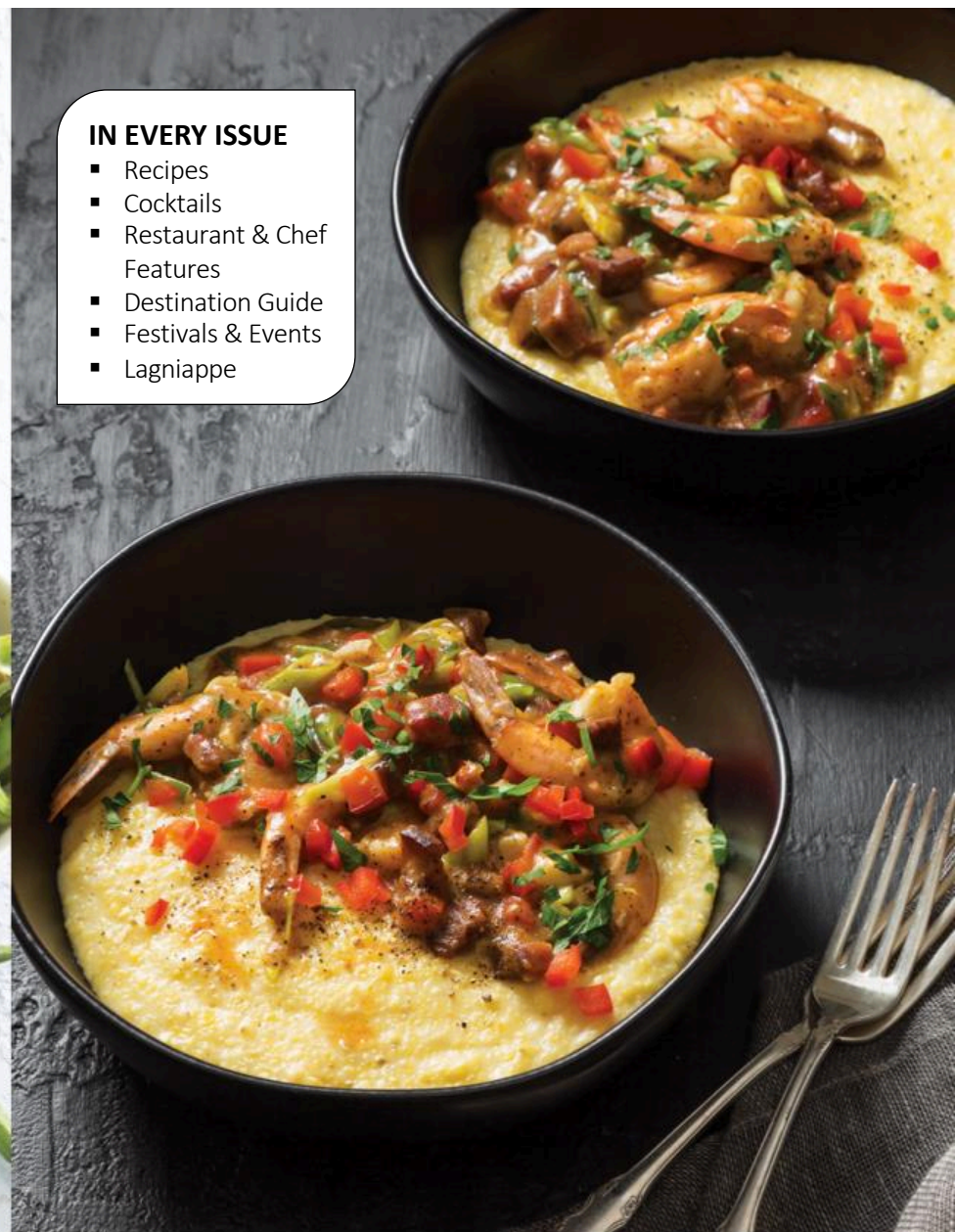
On Sale 12/15

## IN EVERY ISSUE

- Recipes
- Cocktails
- Restaurant & Chef Features
- Destination Guide
- Festivals & Events
- Lagniappe



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





*Louisiana Cookin'* invites readers to slow down, unplug, and escape to the Bayou State without distraction. 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 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** \$6,720
- Spread** \$5,600
- Full Page** \$3,200
- 2/3 Page** \$2,560
- 1/2 Page** \$2,080
- 1/3 Page** \$1,600
- 1/4 Page** \$1,240
- Cover 4** \$4,400

### 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. 1/6 P, 1/8 P, and 1/12 P ad sizes are accepted; ask your account manager for current rates. All rates are net.*

# LOUISIANA cookin'

Written by the editors of *Louisiana Cookin'*, 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.

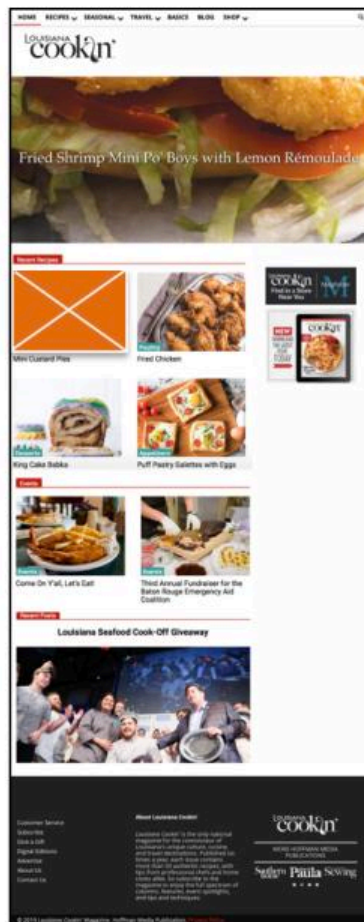
## Advertising Placements

### Blog Post

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 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 ]

LOUISIANA  
COOKIN'



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

LOUISIANA COOKIN' Camellia

**Mardi Gras Recipes & Party Ideas from Camellia Beans**

Serving up red beans and rice is a beloved Monday tradition, but it's also a great way to feed a crowd during Mardi Gras. If you love to celebrate Carnival (no matter where you are), turn to Camellia Beans for the top ingredients to an awesome Mardi Gras party, and get delicious recipes like **Three Crown Red Beans** to feed your hungry loved ones. With succulent ribs a big staple and some Mardi Gras music to get the party going, you and your friends are sure to have a good time.

**How to Host a Mardi Gras Party**

**More Mardi Gras Recipes**

South Louisiana Style White Beans & Rice Create destination

**SEE HOW EASY IT IS TO FEED 50**  
**How to Make Red Beans & Rice to Feed 50** *200 Recipes, plus tips if you're*

[ SPONSORED  
E-NEWSLETTER ]

LOUISIANA COOKIN' February 3 at 8:00 PM

Jambalaya + Pasta = Pastalaya 🍴👍👍

LOUISIANACOOKIN.COM  
**Pastalaya - Louisiana Cookin**  
This pastalaya from Kid Chef Eliana is packed with flavor.

414 Likes · 16 Comments · 289 Shares

[ FACEBOOK ]

louisianacookin

Liked by brookenbell and 303 others

louisianacookin Pretending it isn't Monday and dreaming about making this Muffuletta Stromboli. Get the recipe with the link in profile. #LouisianaCookin <https://buff.ly/2LFTMWM>

View all 7 comments

[ INSTAGRAM ]

## Advertising Placements

### Sponsored E-Newsletter

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

### Facebook

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

### Instagram

- 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.*



## LOUISIANA COOKIN'

The editors of *Louisiana Cookin'* 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 spice up their cooking and get them ready to *laissez les bon temps rouler*. This new section will appear in each issue and feature up to two pages of must-have products to help readers celebrate the unique culture and lifestyle of Louisiana.

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

RATE \$625

SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.



# LOUISIANA COOKIN'

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
- 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](mailto:mmcillwain@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*



LOUISIANA  
COOKIN'

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). We accept any size file 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 ([panic.com/transmit](http://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.

# LOUISIANA COOKIN'

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