



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

110,000

Frequency 6x

Digital

Monthly Page Views

252,242

E-Newsletter Subscribers

72,516

Social



Followers 114,723

Average Reach

per Facebook Post

4,500

Average Interactions

per Instagram Post

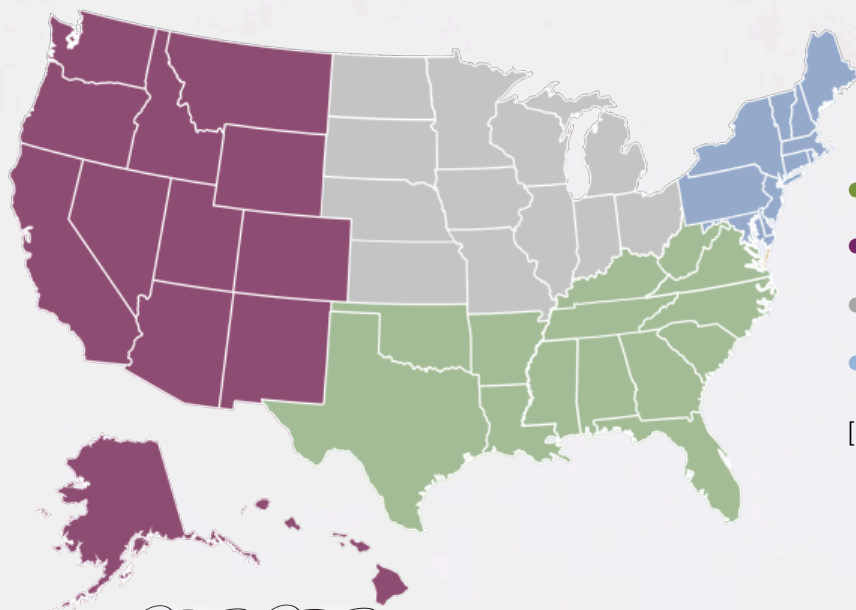
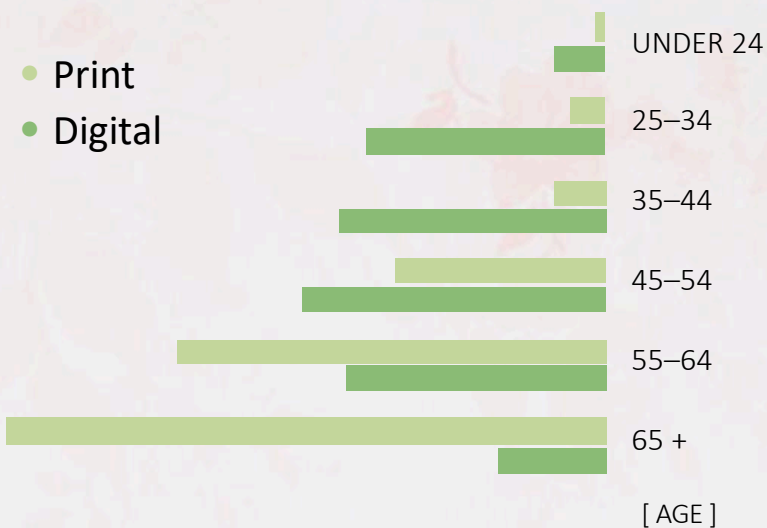
815 likes and 15 comments



549,481

TOTAL REACH





- South: 35%
 - West: 24%
 - Midwest: 21%
 - Northeast: 20%
- [GEOGRAPHICAL]



97%
FEMALE
 3% MALE

[GENDER]

\$87,500

[MEDIAN HHI]

TeaTime[®]



66%
have been
readers for
4+ years



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



51% spend over 1 hour
reading each issue



81%
are active
on social
media



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



82%
Save entire
issues

A vertical graphic for the Tea Time editorial calendar. It features a white lace background with various tea-related items: a teacup and saucer with a pink rose, a silver spoon with a pink ribbon, a bouquet of pink roses, a teacup on a saucer with a pink rose, a silver plate with a pink rose, a silver plate with a floral border, and a pink rose. The title 'Tea Time' is written in a large, elegant cursive font.

Tea Time

Mar | Apr

French Issue

Sales Close 12/2

On Sale 2/4

May | Jun

Summer Celebrations

Sales Close 1/30

On Sale 4/7

Jul | Aug

British Issue

Sales Close 4/1

On Sale 6/9

Sep | Oct

Harvest Teatimes

Sales Close 6/4

On Sale 8/11

Nov | Dec

Holiday Issue

Sales Close 8/6

On Sale 10/13

Jan | Feb 2021

French Issue

Sales Close 9/30

On Sale 12/8

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 \$9,240

Spread \$7,700

Full Page \$4,400

2/3 Page \$3,520

1/2 Page \$2,860

1/3 Page \$2,200

1/4 Page \$1,705

Cover 4 \$6,050

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"

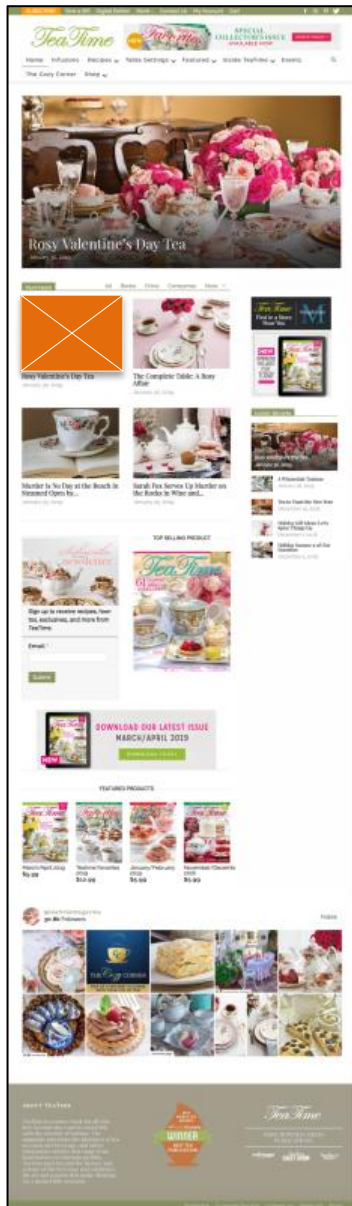
1/4 Page 3.375" x 4.625"

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.



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

TeaTime®

Written by the editors of *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

- 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

Tea Time



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[SPONSORED E-NEWSLETTER]

[FACEBOOK]

[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.



TeaTime[®]

The editors of *TeaTime* 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 hidden gems and new finds. This new section will appear in each issue and feature up to two pages of beautiful, must-have products perfect for tea enthusiasts.

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

RATE \$750 SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

Tea Time®

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 McIlwain, mmcillwain@hoffmanmedia.com.

Pricing and custom program proposal available upon request.



A photograph of a tea set on a wooden table. In the foreground, a white lace-edged plate holds several sandwiches and cucumber rounds. The sandwiches are made with whole-grain bread, filled with cheese, lettuce, and tomato. The cucumber rounds are sliced and topped with a small amount of orange-colored spread. In the background, a white teapot and a plate of small round pastries are visible.

Tea Time

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 Samantha Sullivan, ssullivan@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>. 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.

TeaTime®

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