

*the*  
**cottage**<sup>®</sup>  
*journal*



**hm**  
hoffmanmedia



## Print

Total Distribution 260,000

Frequency 5x

## Digital

Monthly Page Views 178,470

E-Newsletter Subscribers 77,260

Average Open Rate 17.2%

## Social



Followers 236,168

Average Reach per Facebook Post  
2,000Average Interactions per  
Instagram Post

3,000 likes and 36 comments





- Print
- Digital

UNDER 24

25–34

35–44

45–54

55–64

65 +

[ AGE ]

● South: 40%

● West: 19%

● Midwest: 26%

● Northeast: 15%

[ GEOGRAPHICAL ]

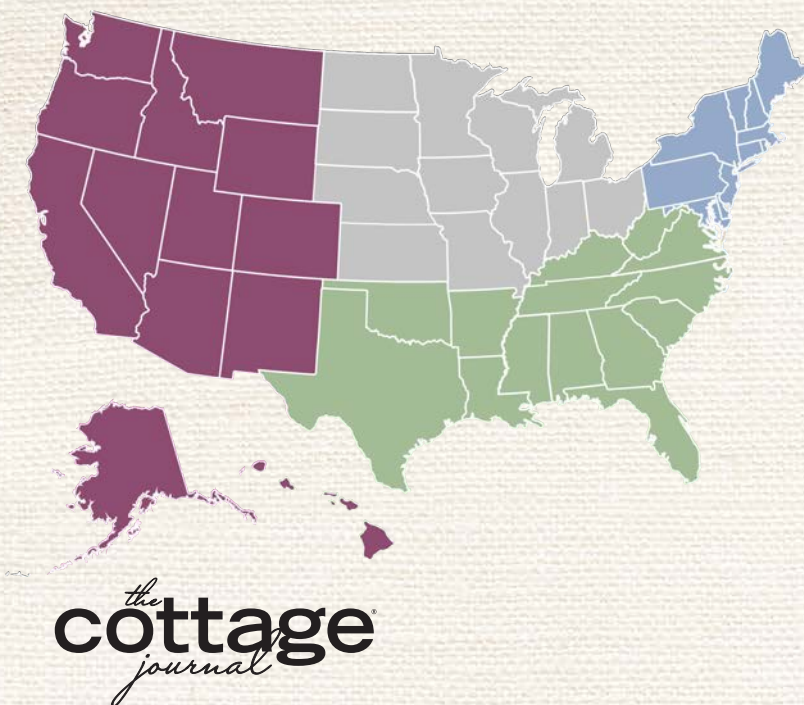


**99%**  
**FEMALE**  
 1% MALE

[ GENDER ]

**\$112,500**

[ MEDIAN HHI ]

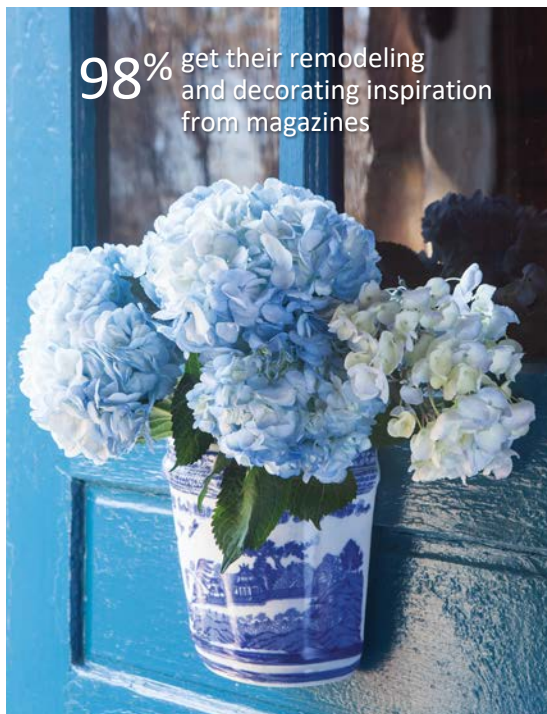




78% read 4 out of the last 4 issues



98% get their remodeling and decorating inspiration from magazines



70%

Decorated their home based on a feature in *The Cottage Journal*



83% rate *The Cottage Journal* among their favorite publications



84% are active on social media



86% save entire issues





# the cottage journal

## Spring

Sales Close 12/20

On Sale 2/18

## Autumn

Sales Close 5/6

On Sale 7/7

## Christmas

### 10-Year Anniversary

Sales Close 9/2

On Sale 11/3

## Winter 2021

Sales Close 10/13

On Sale 12/15

## Summer

Sales Close 2/12

On Sale 4/14

For more information, please  
contact your account manager  
or Gretchen Norris,  
[gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).





*The Cottage Journal* was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands 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** \$21,000

**Spread** \$17,500

**Full Page** \$10,000

**2/3 Page** \$8,000

**1/2 Page** \$6,500

**1/3 Page** \$5,000

**1/4 Page** \$3,875

**Cover 4** \$13,750

### 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.

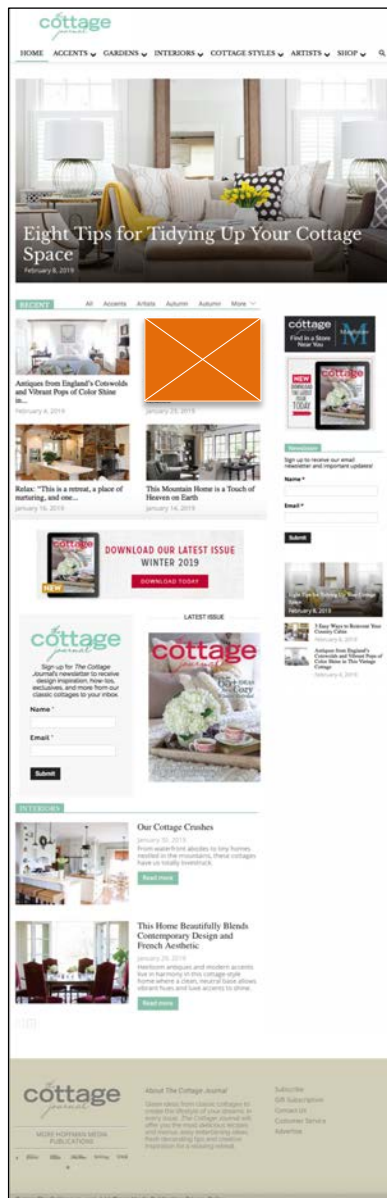
### Business Reply Card, Polybag, and Inserts

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.





[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]

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Written by editors, *The Cottage Journal* 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

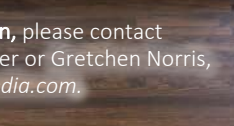
### Blog Post

- 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

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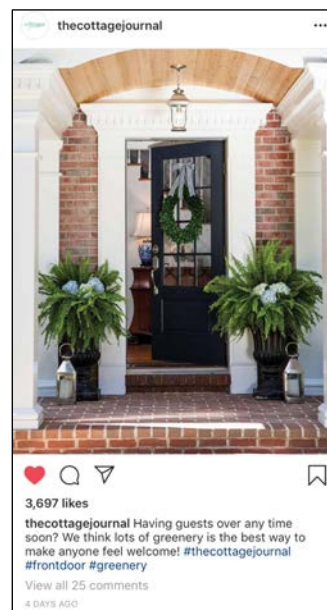
For more information, please contact  
your account manager or Gretchen Norris,  
gnorris@hoffmanmedia.com.



[ 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.*





## the cottage journal

The editors of *The Cottage Journal* 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 must-have products perfect for *The Cottage Journal* enthusiasts.

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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 \$950

SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full-year.





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.

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## Opportunities

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

**For more information**, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@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 Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

For print ad creative 10MB or less, send directly to Kimberly Lewis, [klewis@hoffmanmedia.com](mailto:klewis@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.





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