



*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

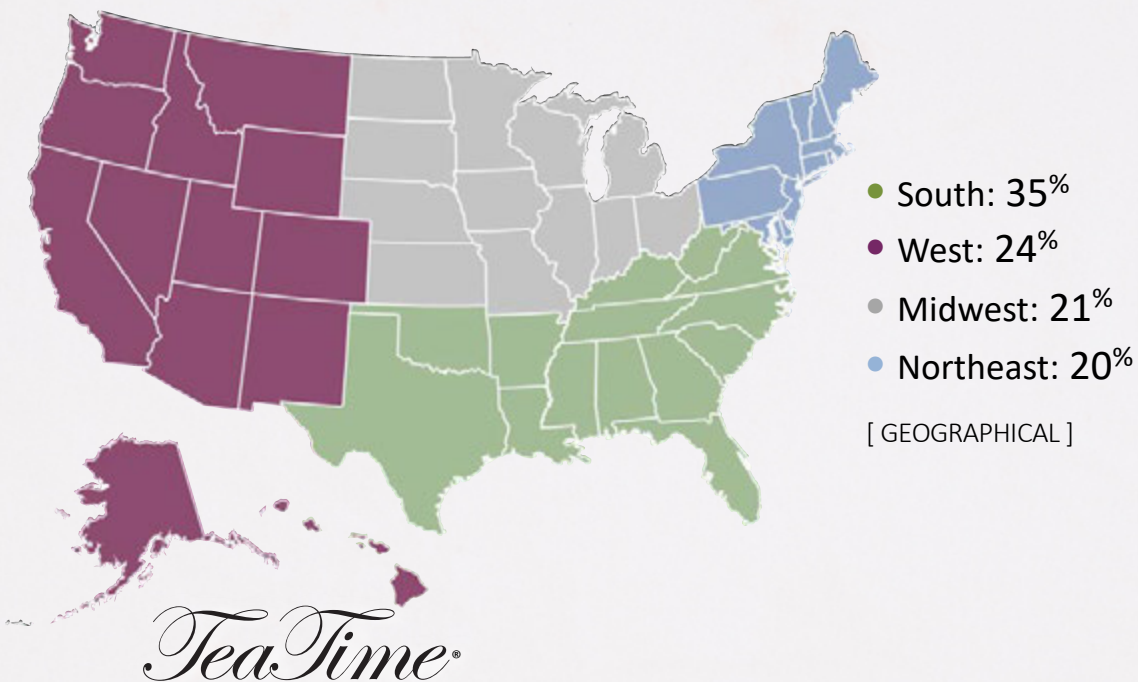
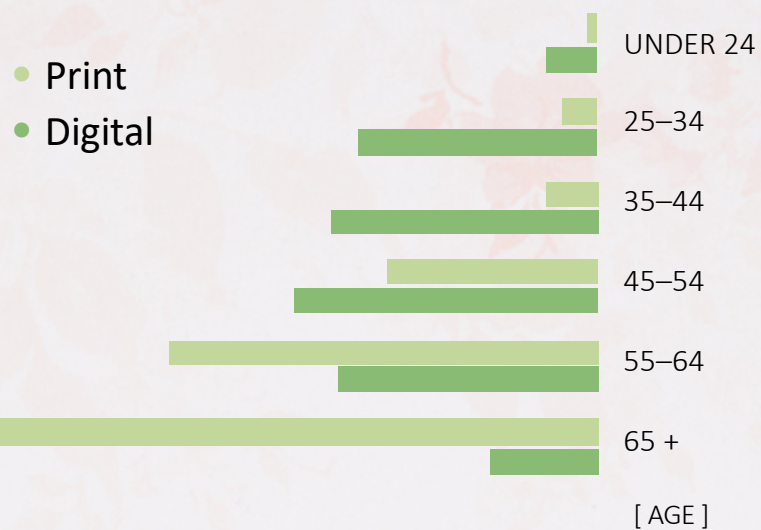


# 549,481

TOTAL REACH



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



**97%**  
**FEMALE**  
3% MALE

[ GENDER ]

**\$87,500**

[ MEDIAN HHI ]





**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



# TeaTime

**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 Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@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"

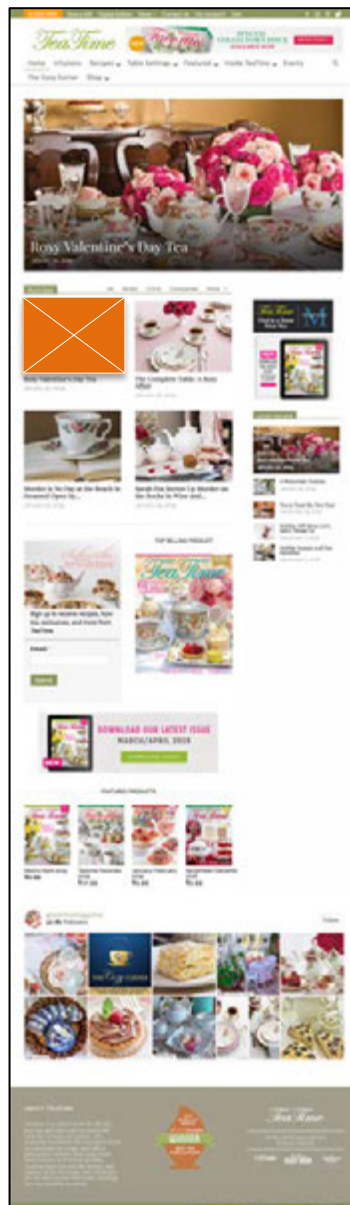
## Digital Editions

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

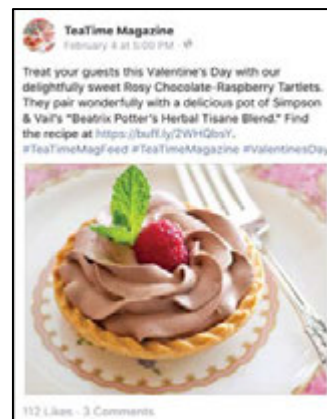
# Tea Time®



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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.

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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 \$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.

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### 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

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*Pricing and custom program proposal available upon request.*



A close-up photograph of a white ceramic plate with a scalloped edge, filled with various finger foods. In the foreground, there are several cucumber rounds topped with a creamy spread and a small orange garnish. Behind them are stacks of square sandwiches made with whole-grain bread, filled with lettuce, cheese, and tomato. In the background, another plate holds small, round, golden-brown fried items. The text "Tea Time" is written in a large, elegant, black cursive font across the upper portion of the image.

# Tea Time

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 Samantha Sullivan, [ssullivan@hoffmanmedia.com](mailto:ssullivan@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.



## *TeaTime*

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