



BLISS  
*Victoria*



*Victoria* is a women's magazine celebrating a gracious lifestyle with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations. We evoke a thoughtful spirit of loveliness—one that delights in the elegance of everyday living and allows our audience to retreat in serenity to restore the soul.

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*Victoria*

## Print

**Total Distribution** 220,000

**Frequency** 7x

## Digital

**Monthly Page Views** 334,846

**E-Newsletter Subscribers** 117,052

**Social**    

**Followers** 281,171

**Average Reach per**

**Facebook Post** 6,300

**Average Interactions per**

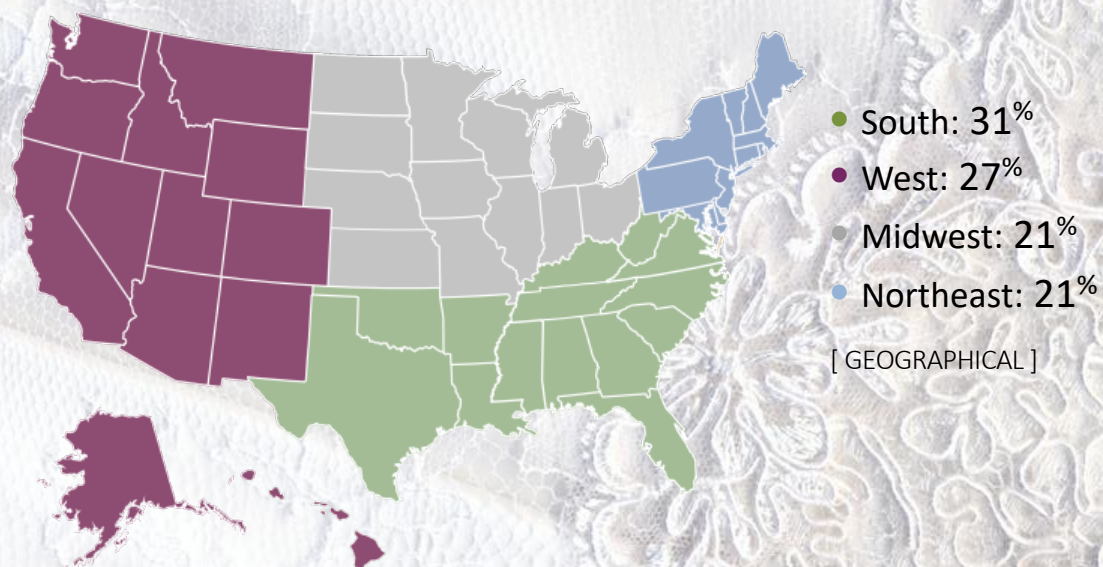
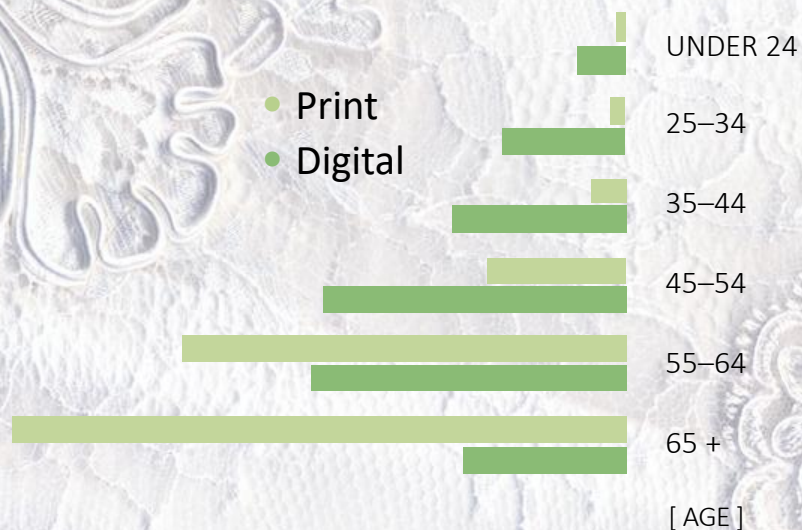
**Instagram Post** 2,500



**953,069**

TOTAL REACH





99.5%

FEMALE

0.5% MALE

[ GENDER ]

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\$90,000

[ MEDIAN HHI ]





91% save entire issues



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87% requested information on or purchased a product advertised in *Victoria*



63% spend over 1 hour reading each issue



77% have been readers for 10+ years



67% visit the *Victoria* website



90% rate *Victoria* among their favorite publications



**Mar | Apr – Garden**

Sales Close 11/22 | On Sale 2/4

**May | June – French**

Sales Close 2/5 | On Sale 4/7

**Jul | Aug –**

**Summer & Antiques**

Sales Close 3/18 | On Sale 5/19

**Sep – Great Britain**

Sales Close 5/19 | On Sale 7/21

**Oct – Autumn**

Sales Close 6/22 | On Sale 8/25

**Nov | Dec – Holiday**

Sales Close 8/3 | On Sale 10/6

**Jan | Feb 2021 –**

**Entrepreneur**

Sales Close 10/5 | On Sale 12/8

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

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**Victoria** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

Success is due to a loyal, engaged readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, this stability creates a targeted, expected environment for advertising.

### Advertising Rates

**Cover 2, Page 1** \$22,680

**Spread** \$18,900

**Full Page** \$10,800

**2/3 Page** \$8,640

**1/2 Page** \$7,020

**1/3 Page** \$5,400

**1/4 Page** \$4,185

**Cover 4** \$14,850

### 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 the editors of **Victoria**, the 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



For more information, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto: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 editors of *Victoria* 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 *Victoria* 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 \$1,050    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.

Promoting your custom program 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 Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*





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.

## 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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