

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.



Print
Total Distribution 220,000
Frequency 7x

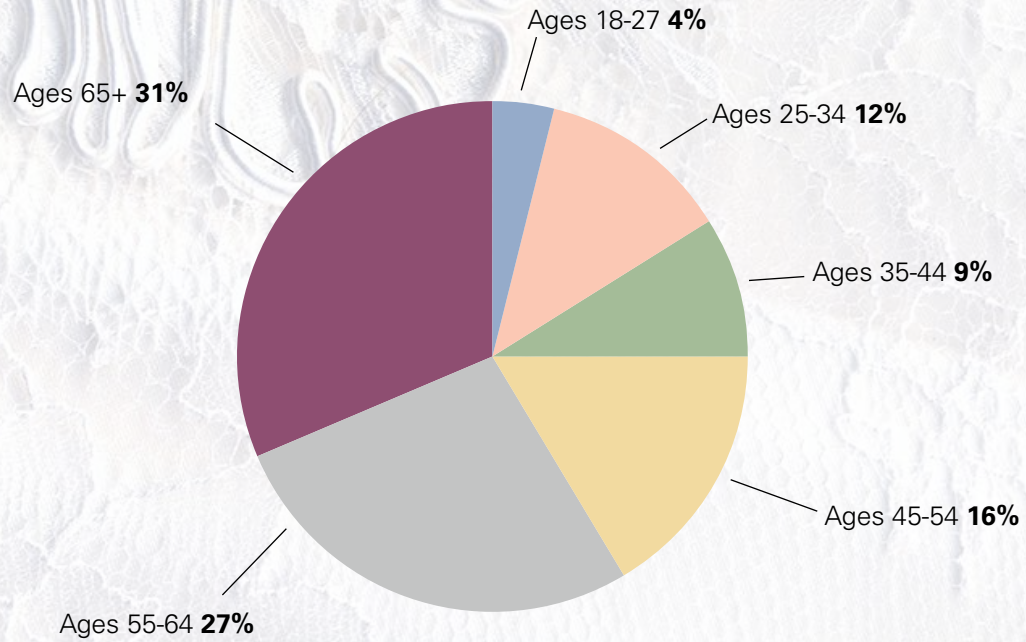
Digital
Monthly Page Views 433,660
E-Newsletter Subscribers 111,728

Social   
Followers 359,713

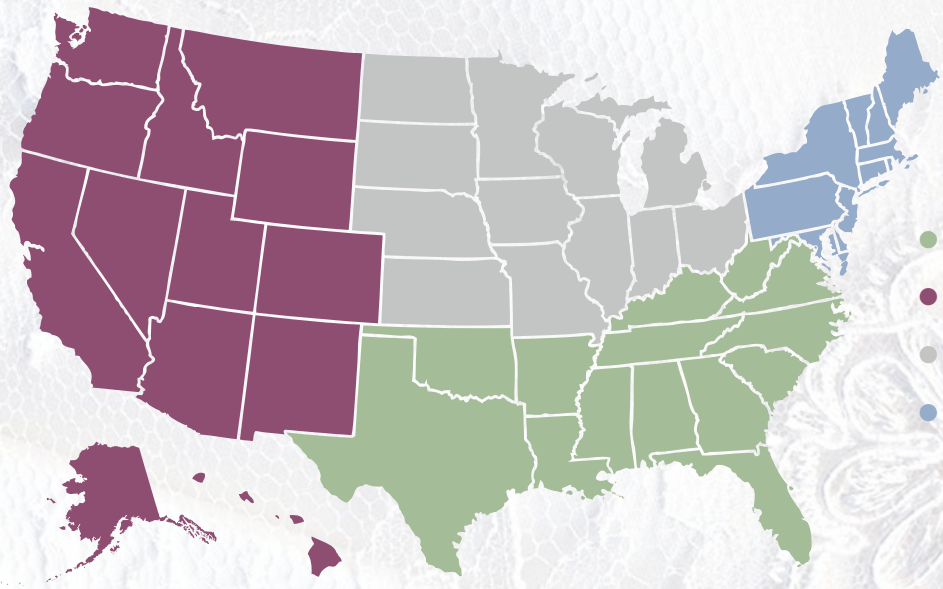


INSTAGRAM
Followers 134,883
Impressions 9,559,750
Engagements 1,024,564
Engagement Rate 2.7%

FACEBOOK
Followers 174,086
Impressions 25,042,460
Engagements 2,587,008
Engagement Rate 10.7%



89%
FEMALE
11% MALE



\$90,000

[MEDIAN HHI]

READER STATISTICS



91% save entire issues



63% spend over 1 hour reading an issue



67% visit the *Victoria* website



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



77% have been readers for 10+ years



90% rate *Victoria* among their favorite publications



Victoria evokes a thoughtful spirit of loveliness—one that delights in the beauty of everyday living and allows our audience to retreat in serenity to restore the soul. Those who are captivated by the brand become loyal subscribers, citing *Victoria* as their favorite publication, with a responsive interest to both editorial content and advertisements.

Beginning the new year with the perennially popular winter issue, January/February features an inspiring selection of entrepreneurial women who cultivated their passions into thriving businesses. A splendid ode to spring, March/April brims with glorious gardens and romantic florals. May/June offers an escape into the dreamy milieu of French style, and the radiance of summer shines forth from the July/August issue, a tribute to the season's most anticipated delights. September is a journey into the heart of England, where dreamy countryside destinations await exploration. The prismatic beauty of autumn reaches its pinnacle in our October issue, and the joy of Christmas glows within each page of November/December.

Each issue contains a variety of columns, including Touring, Cooking & Entertaining, Hotels We Love, and many more. Among the most popular with readers is the multi-page Favorite Things, in which a dazzling array of products draws upon their enthusiasm for discovering new vendors for home, table, and wardrobe. Beloved author of the well-known Mitford series Jan Karon will contribute essays as our Writer-in-Residence, and Annie Sloan, whose innovative Chalk Paint® is cherished among crafters and designers alike, will showcase a variety of unique projects as Artist-in-Residence.

The year 2021 promises to be the most inspirational and diverse yet, and I look forward to welcoming you to the pages and audience of *Victoria*!

Warmly,

Jordan Marzer
Editor, *Victoria*

March | April — Garden
Materials Due 11/19 | On Sale 2/21

May | June — French
Materials Due 1/21 | On Sale 4/6

July | Aug —
Summer & Antiques
Materials Due 3/11 | On Sale 5/25

Sept — Great Britain
Materials Due 4/28 | On Sale 7/13

Oct — Autumn
Materials Due 6/10 | On Sale 8/24

Nov | Dec — Holiday
Materials Due 7/22 | On Sale 10/5

Jan | Feb 2022 —
Entrepreneur
Materials Due 9/22 | On Sale 12/7

In addition to regular issues, *Victoria* offers special-issue publications, including *English Cottage*, *Fall Baking*, *Flowers & Gardens*, *French Cottage*, *Autumn Bliss*, *Holiday Bliss*, & *Tea Pleasures*.



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, trustworthy 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.





Written by the editors of **Victoria**, 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

The screenshot shows the Victoria magazine website home page. At the top, there's a navigation menu with categories like HOME, TRAVELING, ENTREPRENEURS, DECORATING, ENTERTAINING, WEB EXTRAS, and EVENTS. A prominent banner for 'The Autumn Issue: An October 2019 Preview' features a cozy fireplace scene. Below the banner, there are several featured posts with images and titles, such as 'Autumn on the Plate', 'The Entertaining Secrets of Kathryn Greeley', 'A Capital Outing', 'Apples Galore', 'Forbidden Alliance by Diana Coxy', and 'An Idyllic Sylvan Sanctuary'. A 'Power Up for School' banner is also visible at the top right.

[BLOG POST VIA HOME PAGE]

This e-newsletter ad for Hartley Botanic features the Victoria logo at the top. The main image shows a beautifully decorated dining table for a holiday gathering. The text includes the headline 'Ten Ideas for Holiday Decorating' and a sub-headline 'Build Your Perfect Winter Garden Sanctuary'. It also features the Hartley Botanic logo and a 'REGISTER NOW!' button. The ad is framed with a decorative border.

[E-NEWSLETTER AD]

This e-newsletter ad for Hartley Botanic features the Victoria logo at the top. The main image shows a winter garden sanctuary. The text includes the headline 'Build Your Perfect Winter Garden Sanctuary' and a sub-headline 'A Legacy of Lace'. It also features the Hartley Botanic logo and a 'PICK 3 FOR \$30' promotion. The ad is framed with a decorative border.

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.


From Highland Gourmet Scones, partners of Victoria


Afternoon Tea + Highland Gourmet Scones = The Perfect Pairing

If you ask us, there's no better way to spend an afternoon than sharing tea and treats with dear friends. Such occasions allow relaxation and an escape from the rigors of daily life. When looking for elegant yet convenient fare to serve treasured guests, we reach for a box of Highland Gourmet Scones. Located in Birmingham, Alabama, Highland Gourmet Scones combines the refined taste of the British Isles with the warmth and soul of the American South.

Highland Gourmet's heirloom recipe has been baked for more than three decades by four different families. The classic Golden Raisin Scone was first served on Tuesday afternoons during "High Tea" at the Highland Gourmet restaurant and cooking school in the 1980s. Even after closing its doors, the establishment's delectable pastries were still in such demand that Highland Gourmet Scones was born.



There's nothing quite like the joy of biting into one of the bakery's four most popular flavors. Whether you're craving the indulgent flavor of Hazelnut Creme Chocolate-Chip or a refreshing Orange Cranberry, there is truly a scone for all palates. Pair these two flavors with Golden Raisin and Lemon Blueberry, and you have Highland Gourmet's Classic Assortment, available at their retail storefront or by ordering online.



For extra-special occasions, Highland Gourmet Scones offers packaging in round gold tins—a gourmet gift as beautiful as it is toothsome, and one that can be shipped to recipients nationwide.

PLACE YOUR ORDER TODAY!

"I just received my order and I just wanted to let you know how pleased I am. It is like they are fresh out of the oven. Thank you for sharing your talents with the world. You have made my afternoon tea very special."

—Lynne of Marietta, Ohio

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Birmingham, AL 35243

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Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list

[SPONSORED E-NEWSLETTER]



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victoriomagazine Southern Gates® (@southerngatesjewelry) Online Outlet Store is now open! Just in time for Mother's Day, one of our favorite sterling silver jewelry brands has opened their vault online for the first time ever. Shop the Southern Gates Outlet (while staying safe at home!) to find deeply discounted closeout deals and one-of-a-kind vintage jewelry directly from Charleston, S.C. Visit beyondsoutherngates.com or the link in our profile.

#sponsored #victoria #victoriomag #sterlingsilver #southerngates #southerngatesjewelry #sterlingsilver #classic #ornamental #illegree #pendant #charleston #gates

Liked by tallwoodcountryhouse and 974 others

MAY 4

Add a comment... Post

[INSTAGRAM]

Victoria Magazine added 2 new photos from June 30 — with Grandmother's Buttons.

Published by Sprout Social [?] - Paid Partnership

Grandmother's Buttons is a company steeped, like a strong cup of tea, in heritage. It all started in a small, historic town in Louisiana where an industrious woman with uncommon passions built a thriving business with the help of her family and community. What began in 1985 with founder Susan Davis's actual grandmother's buttons, continues today with jewelry still handmade in St. Francisville, Louisiana, using authentic antique buttons and vintage glass. Modern heirlooms that you can pass down to your daughters and granddaughters, just as button boxes were handed down for generations. Shop now: grandmothersbuttons.com



[FACEBOOK]



BLISS
Victoria

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. This special section provides higher impact to our product partners.

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

RATE **\$850** SIZE **1/4 page**

RATE **\$1,530** SIZE **1/2 page**

Extend your reach with digital and social media placements

Discounts available with purchase of a full year



STORYMAKER

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
Test Kitchen Partnership
Recipe Development

Food and Prop Styling
Photography
Videography
Custom Book Publishing
Catalog Development
and Production

SUBMITTING ARTWORK



For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, klewis@hoffmanmedia.com. We accept any size file via Dropbox or WeTransfer.

For submitting Digital Advertising:

Creative for custom content and digital placements should be directed to **Gretchen Norris**, gnorris@hoffmanmedia.com.

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As an industry authority, Hoffman Media offers our advertising partners category-exclusive sponsorships with multi-platform exposure and high customer engagement for signature events and reader getaways throughout the year. Whether it be educational opportunities or just a chance to unwind, each Hoffman Media brand has specific events that directly align with your target market.

These immersive experiences can include promotional opportunities for your brand, such as product sampling and tasting, product sales on-site, gift bag inclusion, prominent logo placement, event promotion, event tickets, and relationship building.

SIGNATURE VICTORIA EVENTS

- Large gatherings hosted in enchanting stateside destinations
- More intimate European sojourns

Check with your sales rep about event partnership opportunities or media partnerships for your own event initiatives.

Options for virtual or in-person events will be included in 2021.



Leveraging influencers allows us to tap into their creative voice and expertise to create content that is original, unique, and inspiring for your brand.

PROGRAM DETAILS

- Source the right influencers based on the brand's goals and provide our recommendations on which influencers we think are best
- Manage all contracting with the influencers
- Work with the influencers to ideate and concept recipes that inspire their community
- If recipes are utilized, Hoffman Media will test each recipe as if it were our own to make sure it works for the end consumer
- Manage all content development, go-to marketing timing
- The brand is sent all content for review ahead of publishing
- Provide a full result report for the influencer programs that captures engagement and reach



HOLIDAY Gift Guide

from our PARTNERS
The hottest gifts to give this season



Sparina 419 Verdier Island Tote with Yacht Club Mini Wallet

The popular Verdier Island Tote takes you straight from work to weekend. This versatile day tote features a zipper-top closure plus one zip and two flip pockets inside to help you stay organized. Special Sparina touches include golden legs, marbled feet, and a beautiful hanging handle to save. We love it in Verdier. Sparina's renowned bold floral patterns. Plus it's worth the hold and heavy Verdier Yacht Club Mini Wallet - perfect for every woman on the go.

WHERE TO FIND IT: sparina419.com

Lofin Oysters Ceramic Oyster Shells and Grilling Tong

A set of ceramic oyster shells from Lofin Oysters makes holiday party prep a breeze. Crafted from special Remora, they look, feel, and cook just like real oyster shells, but eliminate the hassle of cooking. The shells are durable enough to withstand the direct heat of the grill or broiler. In a breeze, they clean easily, allowing you to enjoy more time with family and friends. Exclusive to Southern Living. Enter coupon code SLHOLIDAY18 for 10% off your purchase of \$85 or more.

WHERE TO FIND IT: lofinoysters.com



Southern Marsh Laptop Case in Seersucker-Pink Stripe

Pretty enough to display on your desk, the Southern Marsh Laptop Case is offered in both 13- and 15-inch sizes to fit the most popular notebook computers. It's constructed of durable, high-quality, three-millimeter neoprene, and complemented by a knitted French terry exterior to provide an extra layer of protection. Each case is printed with a popular pattern and features the Southern Marsh seal on the front, plus printed duck accents on the back.

WHERE TO FIND IT: southernmarsh.com



Bilmore® Collection Oaken Jewelry by Southern Gates®

Bilmore Collection jewelry by Southern Gates honors the legacy of George Vanderbilt and the extraordinary artisans who helped bring to life his historic estate in Asheville, North Carolina. These beautiful sterling silver pieces are inspired by the elegant setting of the Bilmore's Oak Sitting Room. Look for them at the jewelry and gift stores nationwide, as well as bilmore.com/jewelry.

WHERE TO FIND IT: southerngatejewelry.com/riviera



Vicri 2018 Old St. Nick Limited Edition

Celebrate the season with a toast to 10 years of the favorite taken holiday pattern from Vicri available at Brimberg's! Each piece is hand-drawn and is perfect for gift giving or setting a seasonal table. Memoirs artist Alessandro Tabbia was inspired by childhood stories of Robin Nardi, Italy's Santa Claus who wears the Old St. Nick collection. All pieces in the collection are for her sake.

WHERE TO FIND IT: brimberg.com, 205-871-3276



Earth Grace Artisan Jewelry: The Miss Carla Bracelet

Handmade by Earth Grace Artisan Jewelry, with recycled 14K sterling silver, 14 karat gold, 18K rose gold, and clear cubic zirconia stones, this bracelet named for founder Carla Stanford is the most popular item in the company's collection. Earth Grace Artisan Jewelry, inspired by God's grace, offers an array of designs from similes to Bohemian and Art Deco pieces. You can hold a piece in your hand and feel the love and skill the artist put into it, and truly appreciate every hammer mark and detail because that is what makes it special.

WHERE TO FIND IT: earthgrace.com

The Oyster Bed Surf & Turf Date Package

The website exclusive package, including one Le Petite Oyster Bed with cookbook and laptop gift bag and one Steak Bed Plates, is a perfect set for one and a dinner for two. The Oyster Bed's purpose is to use emulsion containers to enable professional chefs and home cooks alike to create a sea of cooking, as well as understand the value of oysters to the world's coastal cuisines. While you are in every method and delicious result, you'll get support on the very coastal activities that provide the flavorful bounty. Exclusive to Southern Living. Enter coupon code SOUTHHERNLA2018 for 10% off your purchase.

WHERE TO FIND IT: twopea.com



April Cornell Tablecloth in Olivia Antique and Napkin in Olivia Red

Inspired by founder April Cornell's travels abroad, this 100% cotton table linens are sure to bring a festive feel to your holiday gathering. For the \$464.44 each tablecloth in Olivia Antique with napkins in Olivia Red - two exclusive patterns from the Fall 2018 collection that continue for a beautiful season.

WHERE TO FIND IT: aprilcornell.com

Husqvarna VIKING® Sewing Machine Epic™ 980Q

With the Husqvarna VIKING EPIC™ 980Q, you'll enjoy creative, leading-edge technology that helps you get from idea to done in less time than ever before. The light and large computerized sewing machine available today, this sleek and elegant unit now encompasses all the features of our previous models, and additional tools and extras that take your sewing experience to an entirely new level. You can enhance your creative capabilities, and bring any of your ideas to life with any fabric.

WHERE TO FIND IT: husqvarnasewing.com



Burgers' Smokehouse Spiral Sliced Ham City Ham

If you love a mild, moist ham with a sweet flavor and a delicious consistency, the Spiral Sliced City Ham is the best! Burgers' Smokehouse selects only lean and tender hams to cure, the same technique they have relied on since their beginning. That's why our hams are trimmed of excess fat, then moist-cured and smoked over a slowly burning hickory fire - a delicious mix course for any occasion. Hams are cut in half after spiral slicing for your convenience in serving. A complimentary package of honey ham glazes included.

WHERE TO FIND IT: smokehouse.com/order/Ham

Girls Life Application Study Bible (for ages 11-14)

Perfect for the tween girls in your life, this new edition of Girls Life Application Study Bible includes new design features and includes new "To Understand Your Faith" sections. The girls will not only learn more about the Bible and gain practical faith and relationship skills. They also focus on showing girls what it means to follow Jesus and share their faith with others, the one-of-a-kind resource seeks to empower girls to draw closer to God and build a healthy relationship with those around them.

WHERE TO FIND IT: fpubs.com/DPE



ADVERTISING

Boys Life Application Study Bible (for ages 11-14)

A must-have resource for boys, the Boys Life Application Study Bible is filled with faith- and character-building features to help boys understand the Christian faith. This new edition is more than right when they are offering advice and insight that applies directly to their transitioning lives. The full color "Foundations for Your Faith" sections address a number of significant topics that are important to know and understand during their formative years.

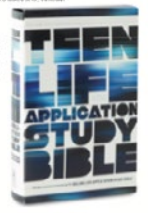
WHERE TO FIND IT: fpubs.com/DPE



Teen Life Application Study Bible (for ages 14-17)

The Teen Life Application Study Bible is packed with material designed to meet the challenges of today's high school students. Combining a dual study Bible elements - like back-to-back introductions, textual notes, personality profiles, maps, and teen-oriented applicable features focusing on real-life issues and stories of actual teens in the Teen Life Application Study Bible offers biblical practicality to today's teen reader.

WHERE TO FIND IT: fpubs.com/DPE



Life Application Study Bible (for ages 18 and up)

Today's best-selling study Bible - the Life Application Study Bible - has been updated and expanded with a handbook of new and revised Life Application notes, personality profiles, and charts. This revised edition also contains a "Christian Worker's Resource" supplement to enhance ministry effectiveness. This Bible is the perfect gift for friends and family seeking to apply God's word to everyday life and a wonderful resource to give yourself this season.

WHERE TO FIND IT: fpubs.com/DPE



Readers are on the hunt for holiday gifting, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *Victoria*.

OPPORTUNITIES

- Print advertising in Holiday Gift Guide special section for the Nov/Dec issue (also available for digital audience as a blog post)
- Cooperative marketing campaigns with complementary product partners, such as *12 Days of Cookies* and *Holiday How-To* IGTV cooking classes
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts

