

# cooking with **Paula** DEEN



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*Cooking with Paula Deen* invites readers into Paula Deen's home to experience what she holds dear: family, friends, and delicious Southern food. We embrace and celebrate traditional values and less-complicated times, when love and caring were shared over comforting food and conversation.

cooking with  
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Print

**Total Distribution** 200,000

**Frequency** 7x

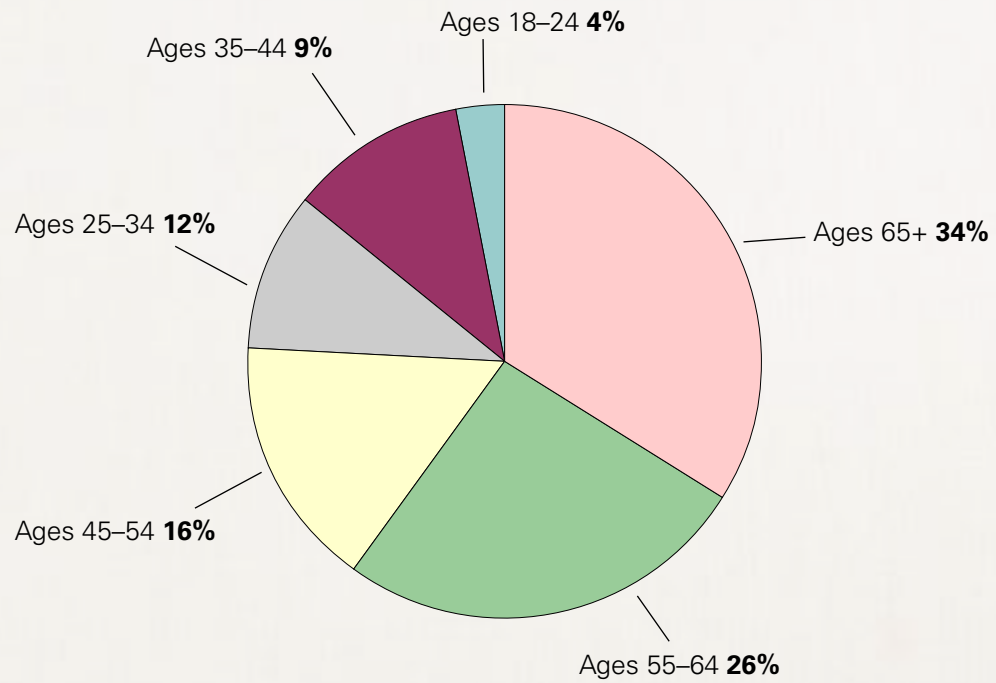
Digital

**Monthly Page Views** 231,009

**E-Newsletter Subscribers** 206,753

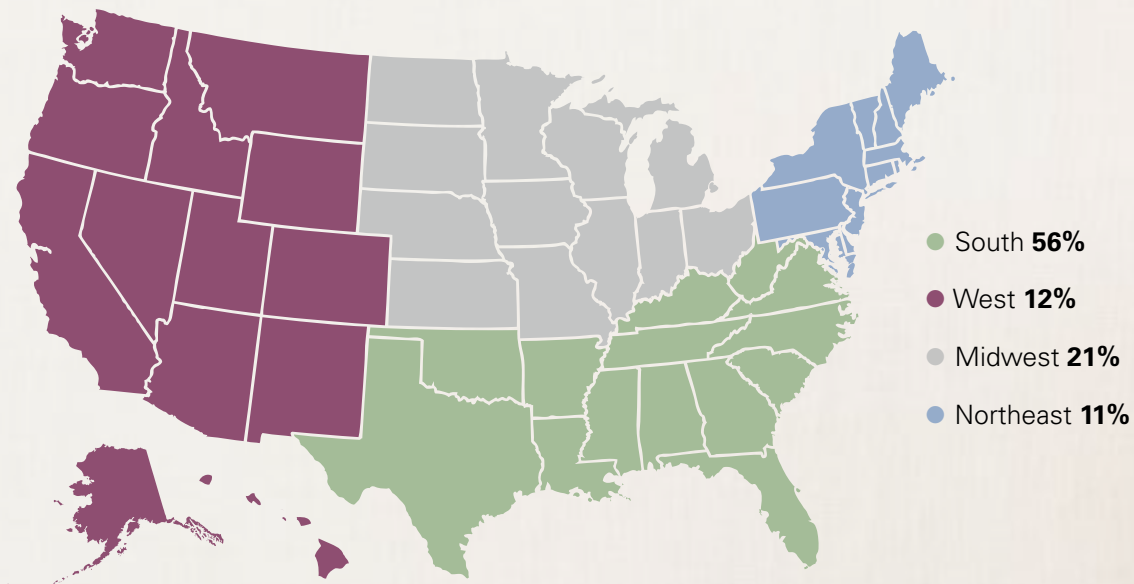


# AUDIENCE



**97%**  
FEMALE  
3% MALE

Photo by Kelli Boyd



cooking with  
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**\$62,500**

[ MEDIAN HHI ]



## READER STATISTICS



cooking with  
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Photo by Matt Armerdanz

**88%** say Paula Deen is their favorite cooking celebrity



**65%** have been readers for more than 4 years



**65%** prepare recipes from scratch



**60%** get their recipes from magazines or cookbooks



**78%** regularly visit the *Cooking with Paula Deen* website

Sources—2018 reader survey





March | April — Spring

**Materials Due 12/16 | On Sale 2/18**

May | June — Early Summer

**Materials Due 2/18 | On Sale 4/14**

July | Aug — Late Summer

**Materials Due 4/14 | On Sale 6/9**

Sept — Early Fall

**Materials Due 6/2 | On Sale 7/28**

Oct — Late Fall

**Materials Due 7/14 | On Sale 9/8**

Nov | Dec — Holidays

**Materials Due 8/11 | On Sale 10/6**

Jan | Feb 2022 — Winter Comfort

**Materials Due 10/14 | On Sale 12/8**



Photo by Matt Amendanz

For many years I've been blessed to share a piece of my heart and soul through the pages of *Cooking with Paula Deen*. I truly believe that food has a way of bringing people together, and this magazine is a testament to that. It welcomes readers into my home to experience what I hold most dear: family, friends, and delicious Southern food.

In every issue of *Cooking with Paula Deen*, you can expect to find family-friendly recipes that are both delicious and approachable.

I always include five easy and accessible meals with time-saving tips and a shopping list to help get you through those busy weeknights. I also make use of my trusty cast-iron skillet, humble slow cooker, and handy-dandy air fryer to create delicious dishes that I know your family will just gobble up. Y'all know I love my sweet sons, Bobby and Jamie, so of course, they're part of each issue, sharing useful recipes and dinnertime tips that work well for their families. No matter which column or feature you turn to, tasty, seasonal dishes are sure to follow.

I have a feeling that 2021 is going to be what you make it, so let's make it special by celebrating traditional values and remembering simpler times. And if we can make memories over comforting food and conversation, well, that's even better. With down-home recipes at the ready, my hope is that each and every issue of *Cooking with Paula Deen* magazine inspires y'all to cook your way through the year with full hearts and full bellies.

Love and Best Dishes,



The success of ***Cooking with Paula Deen*** is due to a loyal, trusting readership who are 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** \$15,120

**Spread** \$12,600

**Full Page** \$7,200

**2/3 Page** \$5,760

**1/2 Page** \$4,680

**1/3 Page** \$3,600

**1/4 Page** \$2,790

**Cover 4** \$9,900

## 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

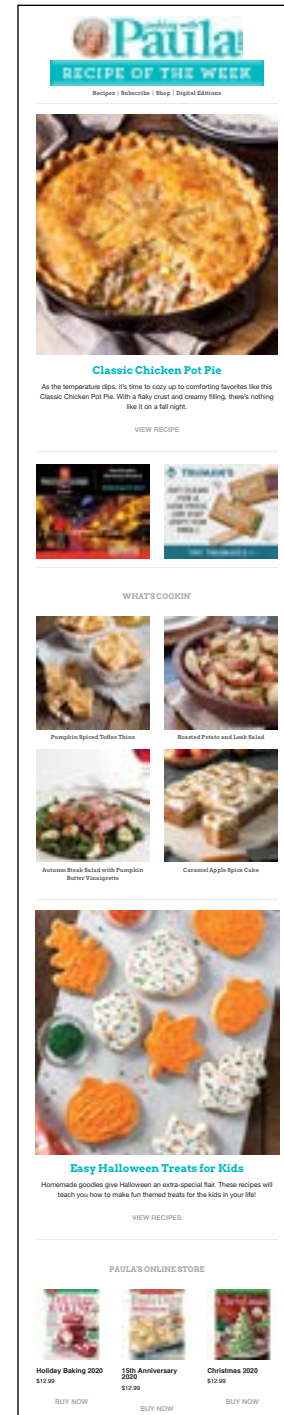
Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.







[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]

# cooking with Paula DEEN

Written by the editors of **Cooking with Paula Deen**, 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 placements timed to complement your internal marketing.

## 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



# DIGITAL MARKETING

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## ADVERTISING PLACEMENTS

### Sponsored E-Newsletter

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

*We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.*

From our partners at CanCooker

Though it might be hard to believe right now, the autumn months are just around the corner. And when those first hints of a chill hit the air, there's nothing we love more than cozying up to a honey fall supper. Bonus points if it's on the table quickly!

Enter the busy weeknight's new best friend: The Signature Series CanCooker by Seth McClen. It cooks delicious meals in under an hour using a convection steam environment that keeps meals healthy, tender, and full of flavor. We developed this Chicken Breast with Bacon-Cranberry Stuffing with fall flavors in mind and the CanCooker is the perfect vessel to make this simple supper come to life.

The CanCooker's latched lid locks in heat and steam, making fast work of cooking raw ingredients. It can be used indoors or outdoors on virtually any cooktop.

The lightweight CanCooker's Ceramic Can has a non-stick, durable, and food-safe coating that makes for easy and FAST cleanup. It can be washed with soap or by simply adding an inch of water back to the can and bringing it to a boil.

With the capacity to prepare 8 to 10 servings in a single session, the CanCooker is the easy, convenient solution you need to make back-to-school weeknights a breeze!

We love the CanCooker so much, we're hosting a special giveaway!

Enter now for your chance to win a CanCooker Signature Series, CanCooker Cookbook Volume II, and a one-year subscription to one of the following magazines: Louisiana Country, Cooking with Paula Deen, or Taste of the South.

The giveaway ends August 15. Good luck!

Enter Now

### More Great Recipes from CanCooker

CanCooker Spicy Bites	Jambalaya Love Country Boil
Chicken Noodle Soup	Bourbon Pork

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The editors of *Cooking with Paula Deen* 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 *Cooking with Paula Deen* enthusiasts. This special section provides higher impact to our product partners.

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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 **\$675**    SIZE **1/4 page**

RATE **\$1,215**    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.

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### 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**, [kewis@hoffmanmedia.com](mailto:kewis@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](mailto:gnorris@hoffmanmedia.com).



# ADVERTISING CONTACTS

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## HOLIDAY Gift Guide from our PARTNERS

The holidays are here to stay



**Spectra 449 Women's Handbag with Tote, 12x9x5.5 inches**

Spectra's women's handbags are made from a variety of materials. This one is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** Spectra.com



**Lillian's Kitchen & Dining Store's Heart and Dining Tote**

Lillian's Kitchen & Dining Store's Heart and Dining Tote is a perfect gift for the holidays. It features a heart shape cut out of a wooden cutting board. The tote is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** Lillian.com

**Southern Home Laptop Case in: Southern Home's Pink Tote**

Southern Home's Pink Tote is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** SouthernHome.com



**WHERE TO FIND IT:** SouthernHome.com

**With Christmas in Mind: Southern Home's Pink Tote**

Southern Home's Pink Tote is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** SouthernHome.com



**WHERE TO FIND IT:** SouthernHome.com

**Early Grace Jewelry's The Way to the Heart**

Early Grace Jewelry's The Way to the Heart is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** EarlyGraceJewelry.com

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

## 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
- Digital sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts

**The Christmas Tree (At The Tree) Package**

The Christmas Tree (At The Tree) Package is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** TheTree.com



**April's Gift: Baked with Love: A Recipe and Recipe in a Glass Jar**

April's Gift: Baked with Love: A Recipe and Recipe in a Glass Jar is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** BakedWithLove.com

**Whispering Willows' Sewing Machine Epic 1000**

Whispering Willows' Sewing Machine Epic 1000 is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** WhisperingWillows.com



**Burger Sandwiches: A Recipe and Recipe in a Glass Jar**

Burger Sandwiches: A Recipe and Recipe in a Glass Jar is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** BurgerSandwiches.com

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

Life Application Study Bible (for ages 11-14) is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** LifeApplication.com



**Life Application Study Bible (for ages 15-17)**

Life Application Study Bible (for ages 15-17) is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** LifeApplication.com



**Life Application Study Bible (for ages 18 and up)**

Life Application Study Bible (for ages 18 and up) is a perfect gift for the holidays. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch. The handbag is made from a soft, black, textured material. It features a large, black, floral patterned handbag with a black strap and a small matching pouch.

**WHERE TO FIND IT:** LifeApplication.com

