

# *Tea Time*





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** 7x

## Digital

**Monthly Page Views** 252,242

**E-Newsletter Subscribers** 72,516

Social   

**Followers** 164,765



*TeaTime*



## INSTAGRAM

**Followers** 81,947

**Impressions** 9,962,445

**Engagements** 1,034,008

**Engagement Rate** 10.4%

## FACEBOOK

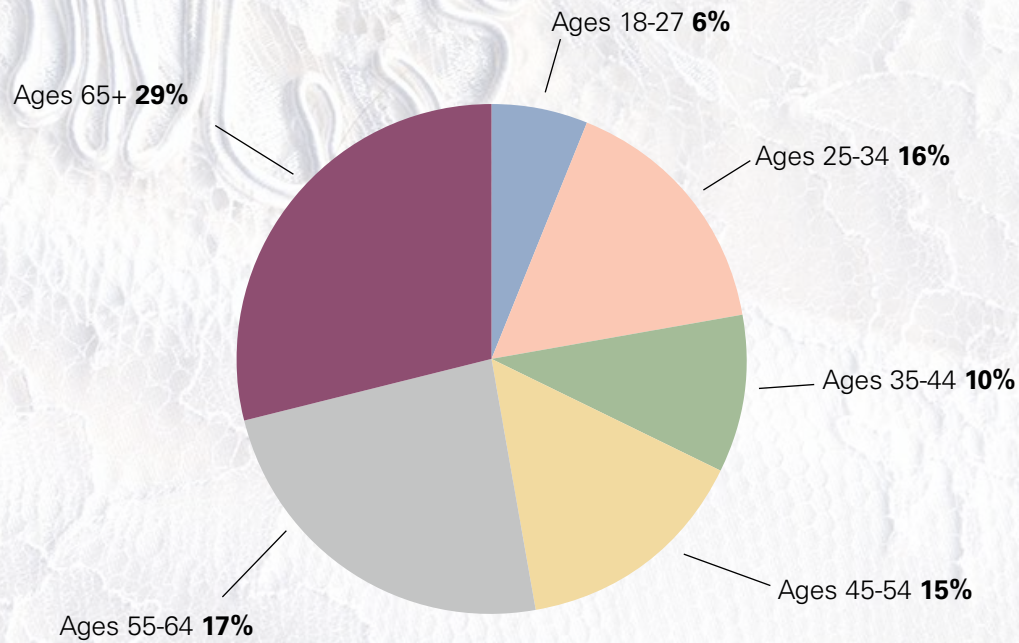
**Followers** 60,438

**Impressions** 14,899,446

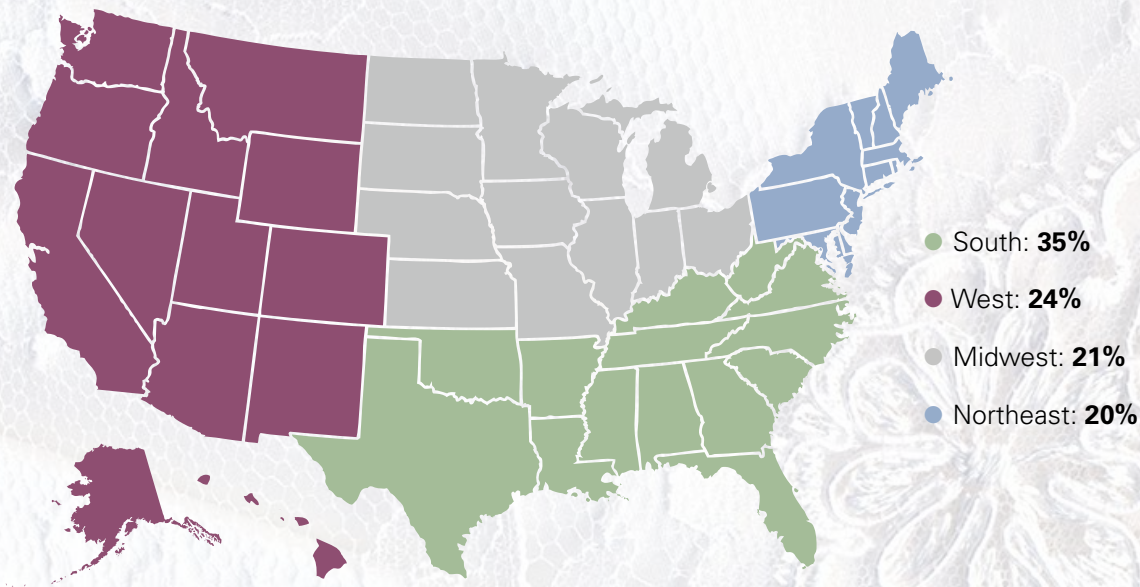
**Engagements** 1,943,510

**Engagement Rate** 13.0%





**86%**  
FEMALE  
14% MALE



*Tea Time*

**\$87,500**

[ MEDIAN HHI ]





**82%** save entire issues



**51%** spend over 1 hour reading an issue



**81%** are active on social media



*TeaTime*

**62%** requested information on or purchased a product advertised in *TeaTime*



**66%** have been readers for 4+ years



**76%** rate *TeaTime* as excellent, when compared to other publications they read





Award-winning *TeaTime* magazine boasts an engaged readership who are enchanted by the many aspects of tea culture. Reading each bimonthly issue cover to cover (including advertisements), they soak in our educational articles and informative columns, find inspiration in our lovely table settings and bespoke menus for afternoon tea, and relish the expert tea pairings we provide.

Beginning with the March/April 2021 issue, the magazine will have an increased page count of 96 plus covers for a total of 100 pages. We are excited to be able to showcase our beautiful full-color photography in those additional pages by expanding and enhancing many of our regular features. Contributing editors Jane Pettigrew, James Norwood Pratt, and Bruce Richardson as well as our own talented staff and other gifted writers will provide more must-read content for tea lovers.

The March/April 2021 issue, *TeaTime*'s 100th regular one, will be decked out for springtime festivities and will feature a special look back at the publication's history and notable milestones. Weddings and families will be the focus of the May/June issue, while our July/August issue will be properly steeped in all things British. The hues and flavors of autumn will permeate our September/October issue, and we will celebrate the holidays with a variety of afternoon teas and our annual gift guide in our November/December issue. To ring in 2022, our January/February issue will fête the charms of France—from fabulous fare and favorite tea blends to exquisite porcelains and enchanting venues for tea.

I look forward to welcoming you to the pages of *TeaTime* in 2021 as we celebrate the wonderful world of tea together.

Cheers,

Editor, *TeaTime*

March | April —  
Easter and Florals (100th Issue)  
**Materials Due 11/20 | On Sale 2/9**

May | June —  
Weddings and Family  
**Materials Due 1/21 | On Sale 4/6**

July | Aug — British  
**Materials Due 3/18 | On Sale 6/1**

Sept | Oct — Autumn  
**Materials Due 5/27 | On Sale 8/10**

Nov | Dec — Holiday  
**Materials Due 7/29 | On Sale 10/12**

Jan | Feb 2022 — French  
**Materials Due 10/7 | On Sale 12/21**

In addition to regular issues, *TeaTime* offers special-issue publications, including *French Teatime* and *Teatime Holidays*.

**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** 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.





# 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.

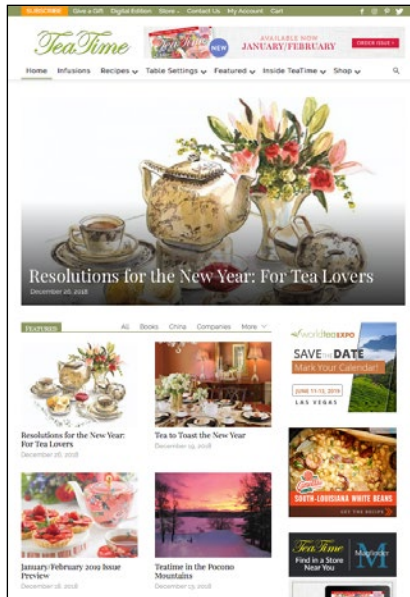
## ADVERTISING PLACEMENTS

### Blog Post

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

### E-Newsletter Ad

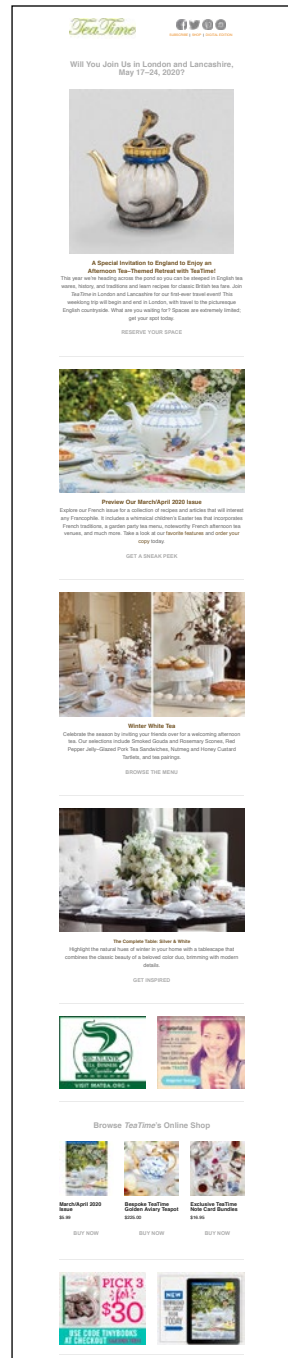
- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



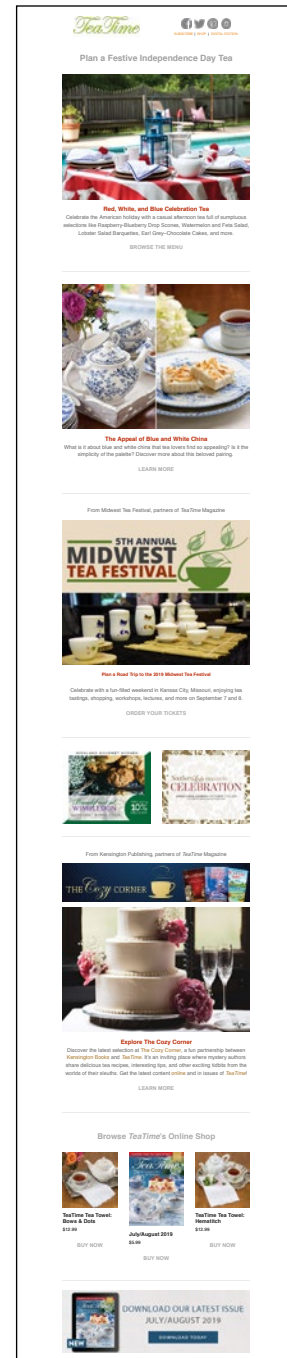
[ WEB AD ]



[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]



## 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 Kensington Publishing, Partners of TeaTime

Discover the latest selection at The Cozy Corner, a fun partnership between Kensington Books and TeaTime. It's an inviting place where mystery authors share delicious tea recipes, interesting tips, and other exciting tidbits from the worlds of their sleuths. Get the latest content [online](#) and in issues of *TeaTime*


[BROWSE THE GALLERY](#)



*Goodnight Moo* by Mollie Cox Bryan

In Mollie Cox Bryan's *newest* book, discover welcoming Shenandoah Springs, Virginia, the bucolic small town where Brynn MacAlister keeps cows, churns cheeses—and is sharper than the ripest Cheddar when it comes to solving mysteries. But when a mysterious tractor accident looks suspiciously like murder, Brynn suspects someone is up to no-Gouda. This book is the perfect reason to make Lemon Oil Cucumber Sandwiches and steep a pot of your favorite autumn tea to enjoy this delightful mystery.


[READ MORE](#)



*Digging Up the Remains* by Julia Henry

In Julia Henry's *newest* book, a festive fall is in full swing in Goosebush, Massachusetts, but when a snoopy reporter is felled by foul play, it's up to protagonist Lily and her Garden Squad to spook out a killer. This captivating book is the perfect excuse to steep a cup of your favorite tea, pull together an assortment of teatime sweets, and take a seat in your favorite chair. Don't forget to enjoy exclusive fall gardening tips from the author!

[READ MORE](#)



[ SPONSORED E-NEWSLETTER ]



teatimemagazine • Follow

teatimemagazine This alfresco tea party, with a cold pitcher of @luziannetea or a pot of beloved brews and blends, is a great way to safely visit with friends and loved ones, especially when you serve them some tasty treats to accompany the occasion. Find a delightful summertime menu to create your own porch party at <https://bit.ly/3fb3FGi>, and be sure to enter our wonderful Luzianne Iced Tea

♥ 💬 ▼

Liked by brookembell and 1,492 others

JUNE 17

[ INSTAGRAM ]



**TeaTime Magazine with Kensington Publishing Corp..** Published by Janece Maze [?] · Paid Partnership ·

Get acquainted with our latest Cozy Corner mystery! In Kristen Weiss' new book, a poetry slam at a bakery ends on a sour note when a professor is found murdered mere moments after being accused of plagiarism. The case is as tough as an overworked crust, and the amateur detectives are only coming up with scraps. If they don't catch the killer soon, the town's reputation could crumble. Enjoy an exclusive Chocolate Cream Pie recipe to pair with this intriguing book and a cup of your favorite tea. <http://bit.ly/37CNhKC>

[ FACEBOOK ]



# 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 *TeaTime* 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 **\$550**     SIZE **1/4 page**

RATE **\$990**     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





### **For submitting Print Advertising:**

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.

### **For submitting Digital Advertising:**

Creative for custom content and digital placements should be directed to **Gretchen Norris**, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).



## *Tea Time*

**Mary-Evelyn Dalton**

KY, MD, VA, DC, WV, NY publishing houses  
maryeveholder@comcast.net | 615.481.2595

**Katie Hagan**

Direct Response  
ck-hagan@hotmail.com | 251.802.4994

**Kathy Gross**

GA, FL, NC, SC, TN, NY  
kgross@hoffmanmedia.com | 203.505.8405

**Katie Guasco**

AL, AR, LA, MS, TX  
kguasco@hoffmanmedia.com | 225.485.8830

**Christy Lohmann**

AL, AR, LA, MS, TX  
christy.chachere@gmail.com | 985.705.1378

**Kevin Masse**

CT, ME, MA, NH, RI, VT, CA, NY, OR, TX  
kmasse@hoffmanmedia.com | 716.860.8280







## *Tea Time*

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.

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### **SIGNATURE TEATIME EVENTS**

- Large gatherings hosted in enchanting stateside destinations
- More intimate international 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.





## *Tea Time*

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

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### **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



**Spartina 449 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 slip pockets inside to help you stay organized. Special Spartina touches include a golden logo, mirrored feet, and a beautiful hanging leather strap. We love it in Verdier, Spartina's newest bold floral pattern. Plus, match the bold and breezy Verdier Yacht Club Mini Wallet—perfect for savvy women on the go.

WHERE TO FIND IT: [spartina449.com](http://spartina449.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 Romano, they look, feel, and cook just like real oyster shells, but eliminate the hassle of shucking. The shells are durable enough to withstand the direct heat of the grill or broiler. In a bonus, they clean easily, allowing you to enjoy more time with family and friends. Exclusive to Southern Lady. Enter coupon code SLHOLIDAY18 for 10% off your purchase of \$85 or more.

WHERE TO FIND IT: [lofinoysters.com](http://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, draw-in material, and complemented by a knitted French terry interior to provide an extra layer of protection. Each carrier printed with a graphic pattern and features the Southern Marsh seal on the front, plus printed duck accents on the back.

WHERE TO FIND IT: [southernmarsh.com](http://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 intricate carvings of the Bilmore's Oak Sitting Room. Look for them at the jewelry and gift store nationwide as well as [bilmore.com/jewelry](http://bilmore.com/jewelry).

WHERE TO FIND IT: [southerngatesjewelry.com/rustlers](http://southerngatesjewelry.com/rustlers)



**Vicini 2018 Old St. Nick Limited Edition**

Celebrate the season with a toast to 10 years of the favorite taken holiday pattern from Vicini available at Brunking®! Each piece is handcrafted in Italy and is perfect for gift giving or setting a seasonal table. Menzoni artist Alessandro Tabbia was inspired by childhood stories of Babbo Natale, Italy's Santa Claus, when creating the Old St. Nick collection. All pieces in the collection available for sale.

WHERE TO FIND IT: [brunking.com](http://brunking.com), 205-871-3276



**Earth Grace Artisan Jewelry: The Miss Carla Bracelet**

Handmade by Earth Grace Artisan Jewelry, with recycled 925 sterling silver, 14 karat gold-filled wire-wrap, 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, representing Craftsman's efforts in a series of designs from Southern to Bohemian and Art Deco pieces, has created a piece in your hand and fast 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](http://earthgrace.com)

**The Oyster Bed Surf & Turf Date Package**

This website exclusive package, including one La Petite Oyster Bed with cookbook and laptop gift bag and two Steak Bed Plates, is the perfect set to cook and dine for two. The Oyster Bed's progress to use emulsion cookware and professional chefs and home cooks alike to create a water-cooking, as well as understand the value of oysters to the world's coastal ecosystems. While you're in our method and delicious results, you'll also support the very coastal activities that provide the flavorful bounty. Exclusive to Southern Lady. Enter coupon code SOUTHHERNAD18 for 15% off your purchase.

WHERE TO FIND IT: [theoysterbed.com](http://theoysterbed.com)



**April Cornell Tablecloth in Olivia Antique and Napkin in Olivia Red**

Inspired by founder April Cornell's own demand, from 1995, custom table linens are sure to bring a festive feel to your holiday gathering. Pair the 54x64-inch 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](http://aprilcornell.com)



**Husqvarna VIKING® Sewing Machine Epic™ 980Q**

With the Husqvarna VIKING® EPIC™ 980Q, you enjoy innovative, leading-edge technology that helps you get from idea to done in less time than ever before. The lightweight and easy computerized sewing machine available today, this sleek and ergonomic machine includes all the features of our previous models and additional body and stitches 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](http://husqvarnasewing.com)



**Burgers' Smokehouse Spiral Sliced Half City Ham**

If you're a mild meat lover with a sweet flavor and a delicious undertone, the Spiral Sliced Half City Ham, the Burgers' Smokehouse selects only lean and tender hams to cure, the same technique they have used on since this aging. Hams are trimmed of excess fat, then moist-cured and smoked over a slowly burning hickory fire—a delicious mix used 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](http://smokehouse.com/order-ham)



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

Perfect for the tween girl in your life, this new edition of Girls Life Application Study Bible includes reimagined features and a new "Foundations for Your Faith" section. The bright, fun, full-color version is designed to help girls learn more about the Bible and gain practical faith and relationship skills. They also focus on showing gifts that means to follow Jesus and share their faith with others. The new of-a-kind resource seeks to empower girls to draw closer to God and establish healthy relationships with those around them.

WHERE TO FIND IT: [lfbible.com/GLE](http://lfbible.com/GLE)



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 is an activist must-have right when they are offering wisdom 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: [lfbible.com/BLB](http://lfbible.com/BLB)



**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 format—like book introductions, topical notes, personality profiles, maps, and teen-oriented applicable features focusing on real-life issues and stories of actual teens—the Teen Life Application Study Bible offers biblical practicality to today's teen reader.

WHERE TO FIND IT: [lfbible.com/TLB](http://lfbible.com/TLB)



**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 hundreds of new and revised Life Application notes, personality profiles, and charts. This revised edition also contains a "Christian Woman'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: [lfbible.com/LEB](http://lfbible.com/LEB)



## Tea Time

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

## 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