

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.

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Print

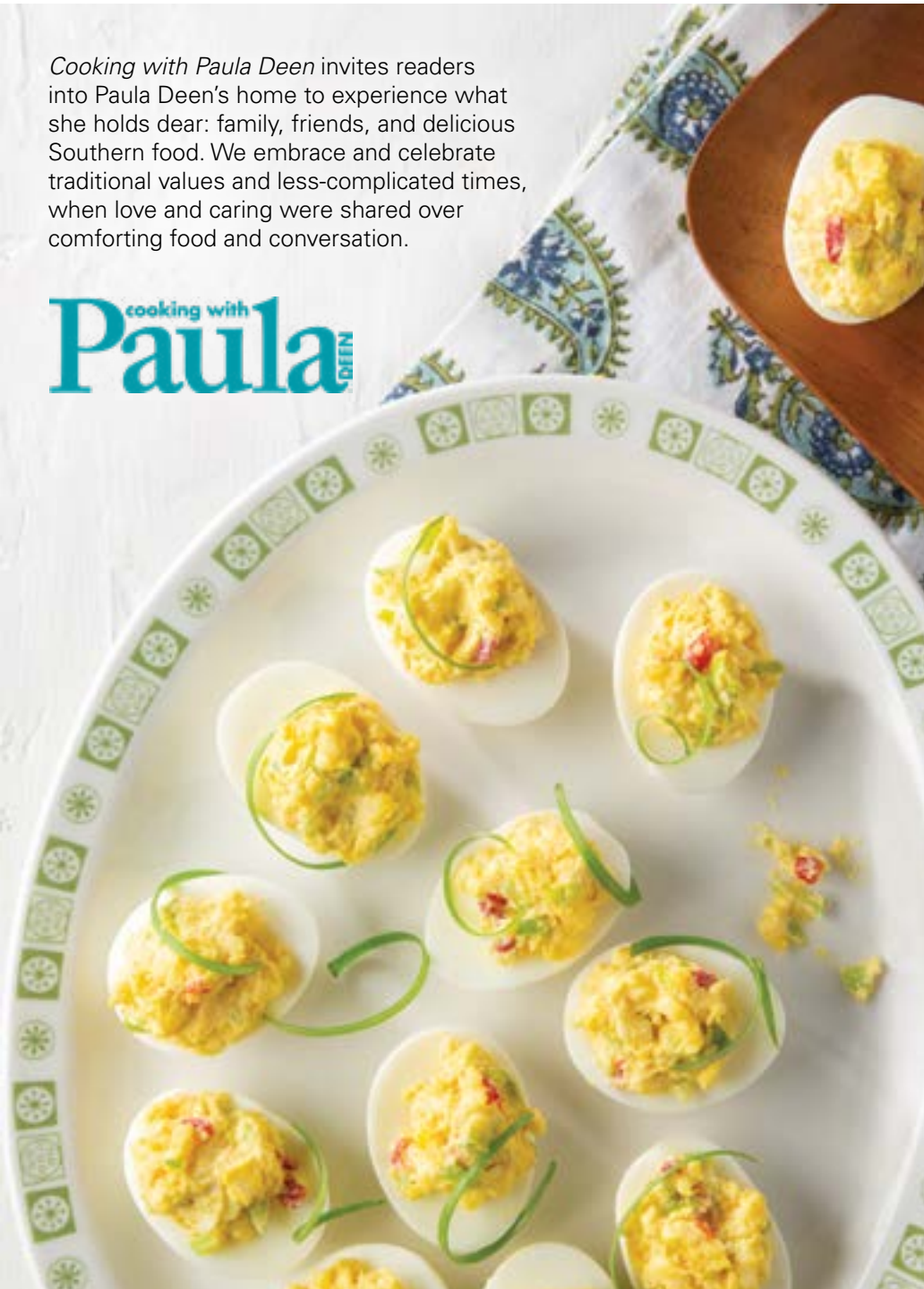
Total Distribution 200,000

Frequency 7x

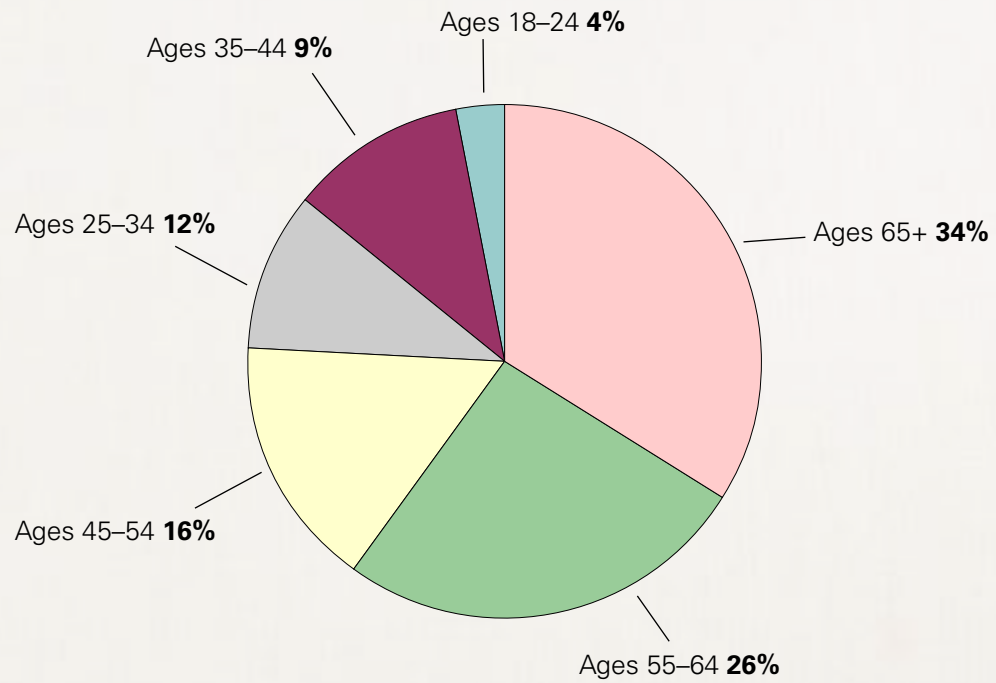
Digital

Monthly Page Views 231,009

E-Newsletter Subscribers 206,753

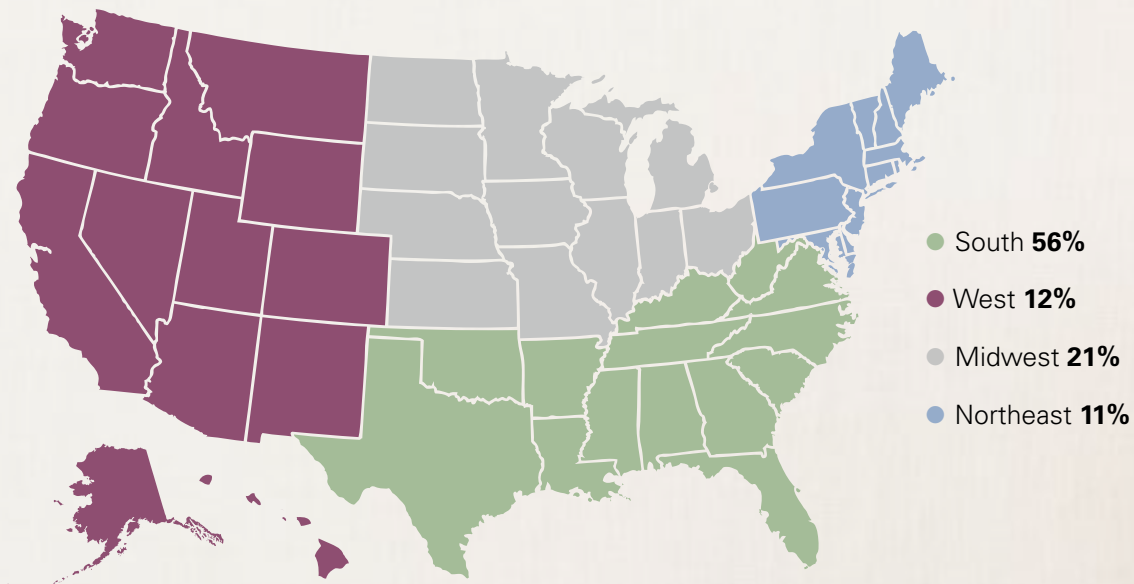


AUDIENCE



97%
FEMALE
3% MALE

Photo by Kelli Boyd



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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



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.

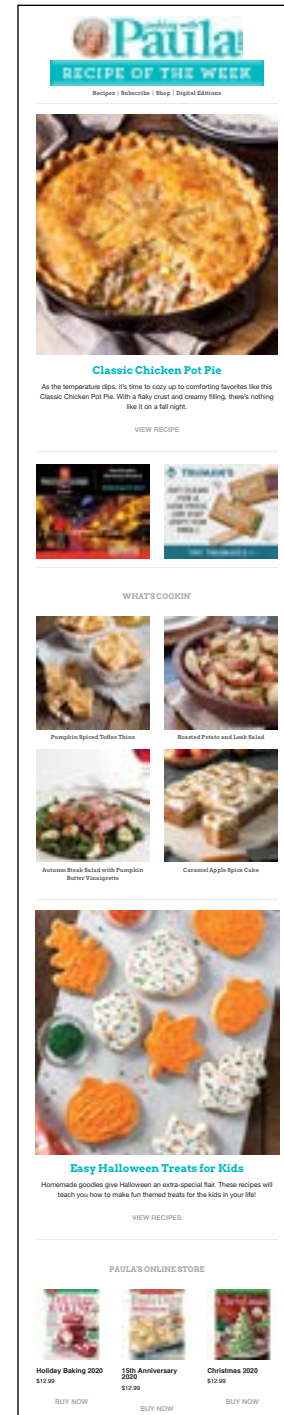
Business Reply Card, Polybag, and Inserts

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

cooking with
Paula DEEN

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

CanCooker
Come on, partner!



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-slick, 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 Johnsonville 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.

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.

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 **Kimberly Lewis**, 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 **Lindsay Jones Edmonds**, ledmonds@hoffmanmedia.com.

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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, textured strap and a small, matching pouch. The bag is decorated with a black and white floral pattern. It is perfect for carrying your essentials and is a great gift for the woman in your life.

WHERE TO FIND IT: Spectra.com



Lillian's Kitchen & Dining Table and Dining Table

Lillian's Kitchen & Dining Table is a beautiful, rustic, wooden table. It is made from solid wood and features a heart-shaped hole in the center. The table is perfect for dining and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: Lillian.com

Southern Home Laptop Case in: Southern Home Laptop Case

The Southern Home Laptop Case is a beautiful, rustic, wooden case. It is made from solid wood and features a heart-shaped hole in the center. The case is perfect for carrying your laptop and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: SouthernHome.com



WHERE TO FIND IT: SouthernHome.com

Women's Jewelry: Southern Home Jewelry

The Southern Home Jewelry is a beautiful, rustic, wooden jewelry. It is made from solid wood and features a heart-shaped hole in the center. The jewelry is perfect for carrying your jewelry and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: SouthernHome.com



WHERE TO FIND IT: SouthernHome.com

Early Grace Jewelry: The White Gold Ring

The Early Grace Jewelry is a beautiful, rustic, wooden jewelry. It is made from solid wood and features a heart-shaped hole in the center. The jewelry is perfect for carrying your jewelry and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: EarlyGrace.com



WHERE TO FIND IT: EarlyGrace.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 (A Tree for the Holidays)

The Christmas Tree is a beautiful, rustic, wooden tree. It is made from solid wood and features a heart-shaped hole in the center. The tree is perfect for carrying your tree and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: ChristmasTree.com



Apple Cider: Apple Cider in: Apple Cider

The Apple Cider is a beautiful, rustic, wooden cider. It is made from solid wood and features a heart-shaped hole in the center. The cider is perfect for carrying your cider and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: AppleCider.com

Where to Find It: Sewing Machine

The Sewing Machine is a beautiful, rustic, wooden machine. It is made from solid wood and features a heart-shaped hole in the center. The machine is perfect for carrying your machine and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: SewingMachine.com



WHERE TO FIND IT: SewingMachine.com

Burgers: Burgers in: Burgers

The Burgers is a beautiful, rustic, wooden burger. It is made from solid wood and features a heart-shaped hole in the center. The burger is perfect for carrying your burger and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: Burgers.com

Life Application Study Bible (for ages 11-14)

The Life Application Study Bible is a beautiful, rustic, wooden Bible. It is made from solid wood and features a heart-shaped hole in the center. The Bible is perfect for carrying your Bible and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: LifeApplication.com



WHERE TO FIND IT: LifeApplication.com

Life Application Study Bible (for ages 15-17)

The Life Application Study Bible is a beautiful, rustic, wooden Bible. It is made from solid wood and features a heart-shaped hole in the center. The Bible is perfect for carrying your Bible and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: LifeApplication.com



WHERE TO FIND IT: LifeApplication.com

Life Application Study Bible (for ages 18 and up)

The Life Application Study Bible is a beautiful, rustic, wooden Bible. It is made from solid wood and features a heart-shaped hole in the center. The Bible is perfect for carrying your Bible and is a great gift for the home. It is decorated with a heart-shaped hole in the center and a small bag of coffee beans.

WHERE TO FIND IT: LifeApplication.com



WHERE TO FIND IT: LifeApplication.com