

*the*  
**cottage**  
*journal*





*The Cottage Journal* offers an inspirational collection of charming homes and gardens that celebrates a lifestyle defined by an appreciation of quality over quantity, a pride of place, and living large while leaving a smaller footprint.



*the*  
**cottage**  
*journal*



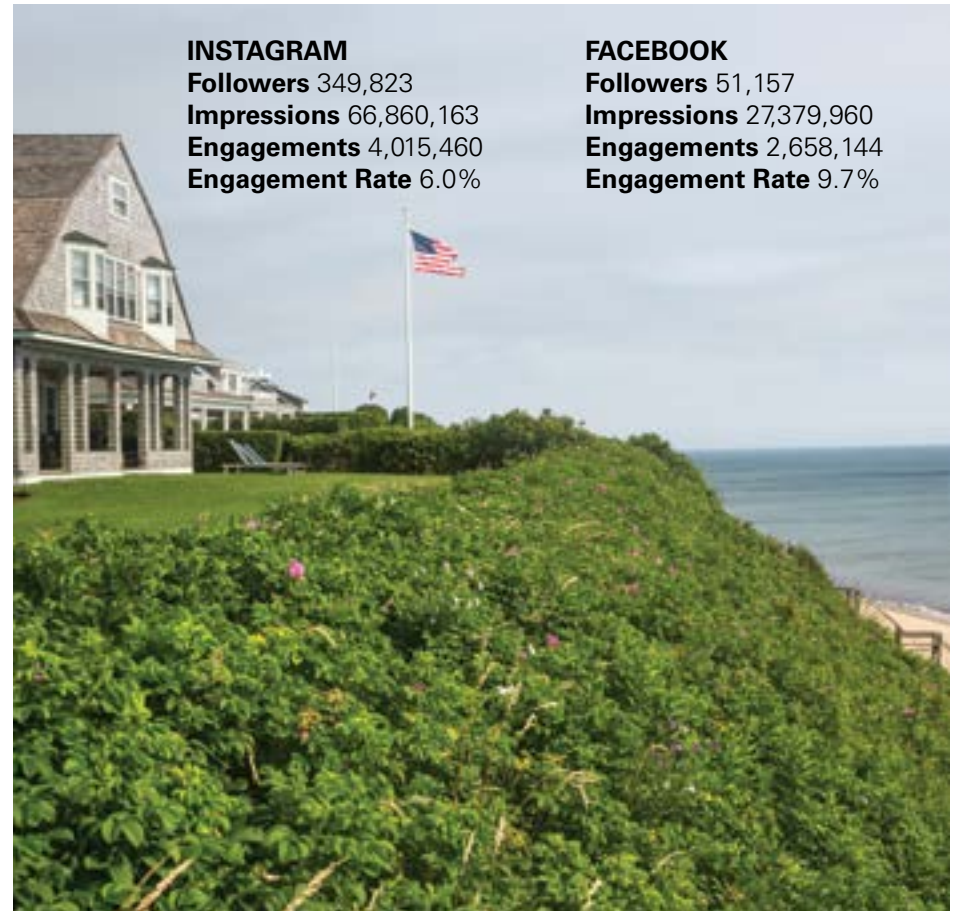
Print  
**Total Distribution** 260,000  
**Frequency** 5x

Digital  
**Monthly Page Views** 239,904  
**E-Newsletter Subscribers** 72,726

Social     
**Followers** 433,980

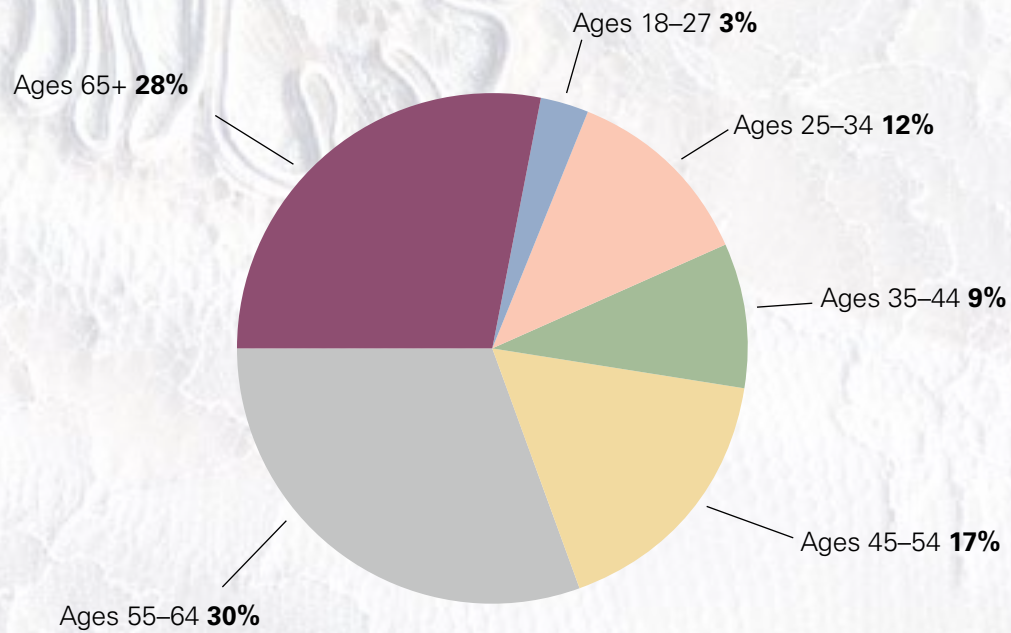
**INSTAGRAM**  
**Followers** 349,823  
**Impressions** 66,860,163  
**Engagements** 4,015,460  
**Engagement Rate** 6.0%

**FACEBOOK**  
**Followers** 51,157  
**Impressions** 27,379,960  
**Engagements** 2,658,144  
**Engagement Rate** 9.7%

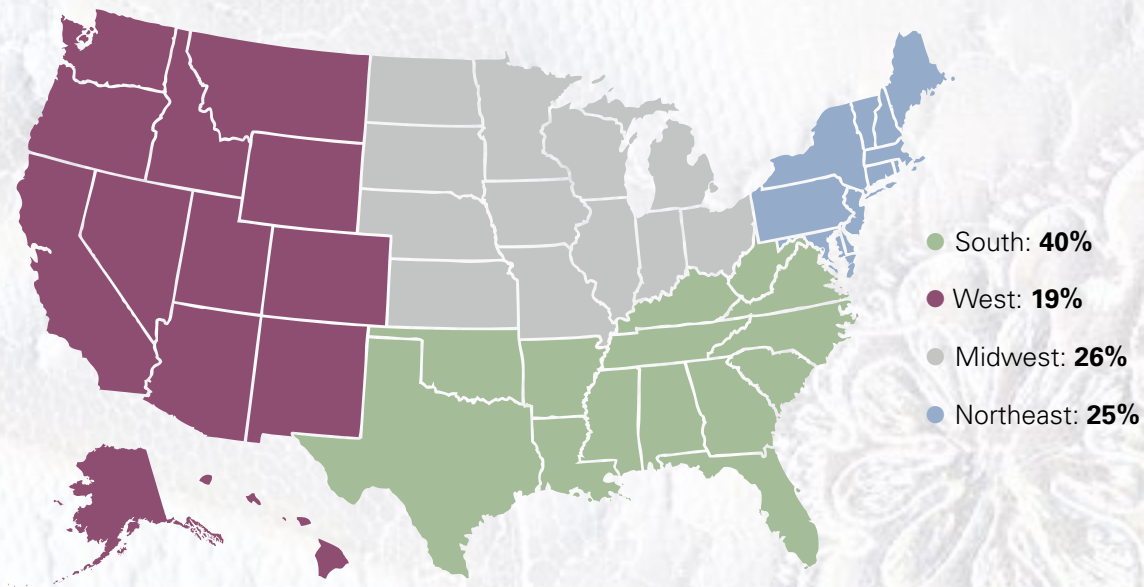




# AUDIENCE



**99%**  
FEMALE  
1% MALE



*the*  
**cottage**  
*journal*

**\$112,500**

[ MEDIAN HHI ]



## READER STATISTICS



**78%** read 4 out of the last 4 issues



**98%** get their remodeling and decorating inspiration from magazines



**70%** Decorated their home based on a feature in *The Cottage Journal*



**83%** rate *The Cottage Journal* among their favorite publications



**84%** are active on social media



**86%** save entire issues



*the*  
**cottage**  
*journal*



Spring

**Materials Due 12/1 | On Sale 2/9**

Summer

**Materials Due 2/9 | On Sale 4/13**

Autumn

**Materials Due 5/11 | On Sale 7/13**

Christmas

**Materials Due 9/1 | On Sale 11/2**

Winter 2022

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

In addition to regular issues, *The Cottage Journal* offers special-issue publications, including *Country Cottage*, *French Cottage*, *Vintage Cottage*, *Autumn Cottage*, *Holiday Home*, *Country Cottage Christmas*, and *Southern Cottage*.



Imagine visiting charming cottages across the United States and Canada to find a host of delightful homeowners—all eager to share their style secrets and reveal the stories behind their most treasured collections.

Imagine stepping onto a porch and discovering a fresh garden tip or finding new ways to improve your green thumb. You start to breathe a little deeper and slower as you take time to enjoy the inspiration of your surroundings.

Chat with the travelers, just back from little-known resorts and weekend getaways. Hear about interesting artisans they met on their journey. Settle in with a cup of tea as you relax and learn the intimate story of how each piece is crafted.

Every issue of *The Cottage Journal* is just like that. A window to the creative, cozy, and always charming cottage lifestyle awaits season after season. The pages are packed with stunning photography and unmatched quality, truly showcasing the best of cottage style.

If you'd like to be a part of this one-of-a-kind magazine written by and for people like you . . . If you're passionate about the romance of the past, the spirit of the present, and the trends coming soon . . . Then welcome to *The Cottage Journal*!

Sincerely,

Editor, *The Cottage Journal*

# PRINT MARKETING



***The Cottage Journal*** was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands 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** \$21,000

**Spread** \$17,500

**Full Page** \$10,000

**2/3 Page** \$8,000

**1/2 Page** \$6,500

**1/3 Page** \$5,000

**1/4 Page** \$3,875

**Cover 4** \$13,750

## 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.*





Written by the editors of **The Cottage Journal**, 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 a blog post on the 'the cottage journal' website. The header includes the site logo, navigation links (HOME, ACCENTS, GARDENS, INTERIORS, COTTAGE STYLES, ARTISTS, SHOP), and a search bar. The main title is 'Savor South Walton, Florida, in Atlanta & Find Your Perfect Beach'. Below the title is a sub-headline: 'For one night only, diners are invited to experience a culinary treat from three South Walton chefs as they take over a few of Atlanta's top restaurants.' The date 'August 8, 2019' is displayed. A 'SPONSORED CONTENT' banner features four images: a beach view through an archway, a plate of food, a beach house, and a dish of food. Below the banner, the text reads: 'SAVOR SOUTH WALTON, FLORIDA, IN ATLANTA & FIND YOUR PERFECT BEACH'. The event details are: 'Event Date: August 15, 2019' and 'Time: 5:00 p.m. - 10 p.m.'. The main body of the post describes the event, mentioning chefs Gabe Smith, Jon Richard, and Dan Vargo, and their restaurants. It also mentions a 'Thank you' gift from Visit South Walton.

[ BLOG POST VIA HOME PAGE ]

The screenshot shows an e-newsletter ad for 'the cottage journal'. It features a large image of a green door with a wreath. Below the image is the title 'Festive First Impressions' and a sub-headline: 'Help your home shine with your love for the season with before your guests step through the door! Regardless of your personal cottage style, this exterior door is sure to impress!'. A 'KEEP READING' button is present. Below this are several smaller images and text blocks: 'On Our Cottage Bookshelf' with a 'READ MORE >' link, 'A Warm Welcome' with a 'SEE MORE >' link, 'Christmas Curb Appeal' with a 'VIEW THE COTTAGES >' link, and 'See a Dash of an Influencer' with a 'See a Dash of an Influencer' link. At the bottom are social media icons for Facebook, Twitter, Instagram, and Pinterest.

[ 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

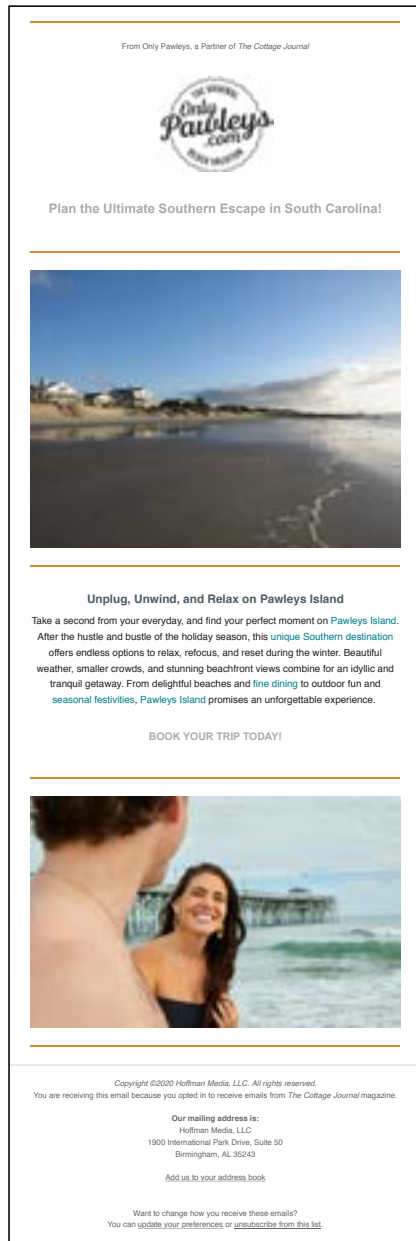
### Instagram

- 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.*



[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ FACEBOOK ]





The editors of *The Cottage Journal* have launched a special marketplace section to answer the most common 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 *The Cottage Journal* 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 **\$900**     SIZE **1/4 page**

RATE **\$1,620**     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](mailto: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 **Lindsay Jones Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).

# ADVERTISING CONTACTS

**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 Chachere 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







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
- 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 capture engagement and reach

## HOLIDAY Gift Guide from our PARTNERS

The hottest gifts to give this season



**Southern Marsh Watson Pile Sherpa Blanket**

This Christmas, the Watson Pile Sherpa Blanket is just what you need to provide warmth on a crisp winter night while sitting in front of your fireplace sipping on your favorite beverage with family and friends. It's lined and bound with a beautiful, warm brushed twill flannel. Perfect season after season, it's sure to be a cozy addition to your cottage Christmas.

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

**Spartina 449 Pia Shoulder Bag in Rhett**

The holiday season often means extra travel. Let the Pia Shoulder Bag in Rhett graciously welcome all your essentials. The roomy linen interior of Spartina's Pia Shoulder Bag features a zip and two slip pockets under its hidden magnetic closure. With its contrasting geometric cadence in black and off-white, you'll feel chic and polished for every holiday gathering. Plus, you can put everything you need in one slender little case. The Slender Case in Rhett hosts a protective suede interior that's just the ticket for eyeglasses, lipstick, and cards. Under the tree or out and about, this bag is a holiday must-have.

WHERE TO FIND IT: [spartina449.com](http://spartina449.com)



**April Cornell Kindred Patchwork Duffle Bag, Wildflowers Market Tote Bag, and Kindred Patchwork Large Cosmetic Bag**

Stylish travel has never been simpler with April Cornell's latest travel bags. Inspired by her travels abroad, the eye-catching 100% cotton quilted bags come in an array of shapes and sizes—perfect for all your travel needs and creating your own memories this season.

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



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

If you are looking for the perfect gift for the crafter in the family, the Husqvarna VIKING® EPIC™ 980Q is new perfect! This sleek and integrated machine is the lightest and largest computerized sewing machine available to sewers today. Whether you're whipping up a pair of fresh curtains for your cottage kitchen or a new duvet for your master retreat, this luxury machine is for you.

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



**Southern Gates® Classic Filigree Pendant**

There's a special joy that comes with unwrapping a delicate package awaiting beneath the tree. This sterling silver necklace is sure to produce a smile. Christmas morning! Inspired by 18th- and 19th-century wrought iron gates, this sterling filigree pendant is a tribute to the skills of artisan blacksmiths who wrought beauty from the iron in their forges.

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



**Juliska Country Estate Winter Frolic Ruby**

You've prepped, you've baked, and now you're ready to showcase your holiday treats! Country Estate Winter Frolic Ruby from Juliska, available at Bromberg's, features whimsical wintry scenes that feel both classic and contemporary. The holiday ceramic stoneware is made in Portugal and is safe for use in the oven, microwave, dishwasher, and freezer.

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

the **cottage** journal

Readers are on the hunt for holiday gifts, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *The Cottage Journal*.

## OPPORTUNITIES

- Print advertising in Holiday Gift Guide special section for the Christmas issue (also available for digital audience as a blog post)
- Holiday How-To IGTV videos
- Cooperative marketing campaigns with complementary product partners
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts

ADVERTISING

**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 revamped features and brand-new "Foundations for Your Faith" sections. The eight fun, full-color sections are designed to help girls 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. This one 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: [Tyndale.com/LIFE](http://Tyndale.com/LIFE)



**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. The issues addressed meet them right where 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: [Tyndale.com/LIFE](http://Tyndale.com/LIFE)



**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 traditional study Bible elements—like book introductions, textual notes, personality profiles, maps, and teen-centered, 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 reality.

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



**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 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 is a wonderful resource to give yourself this season.

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

