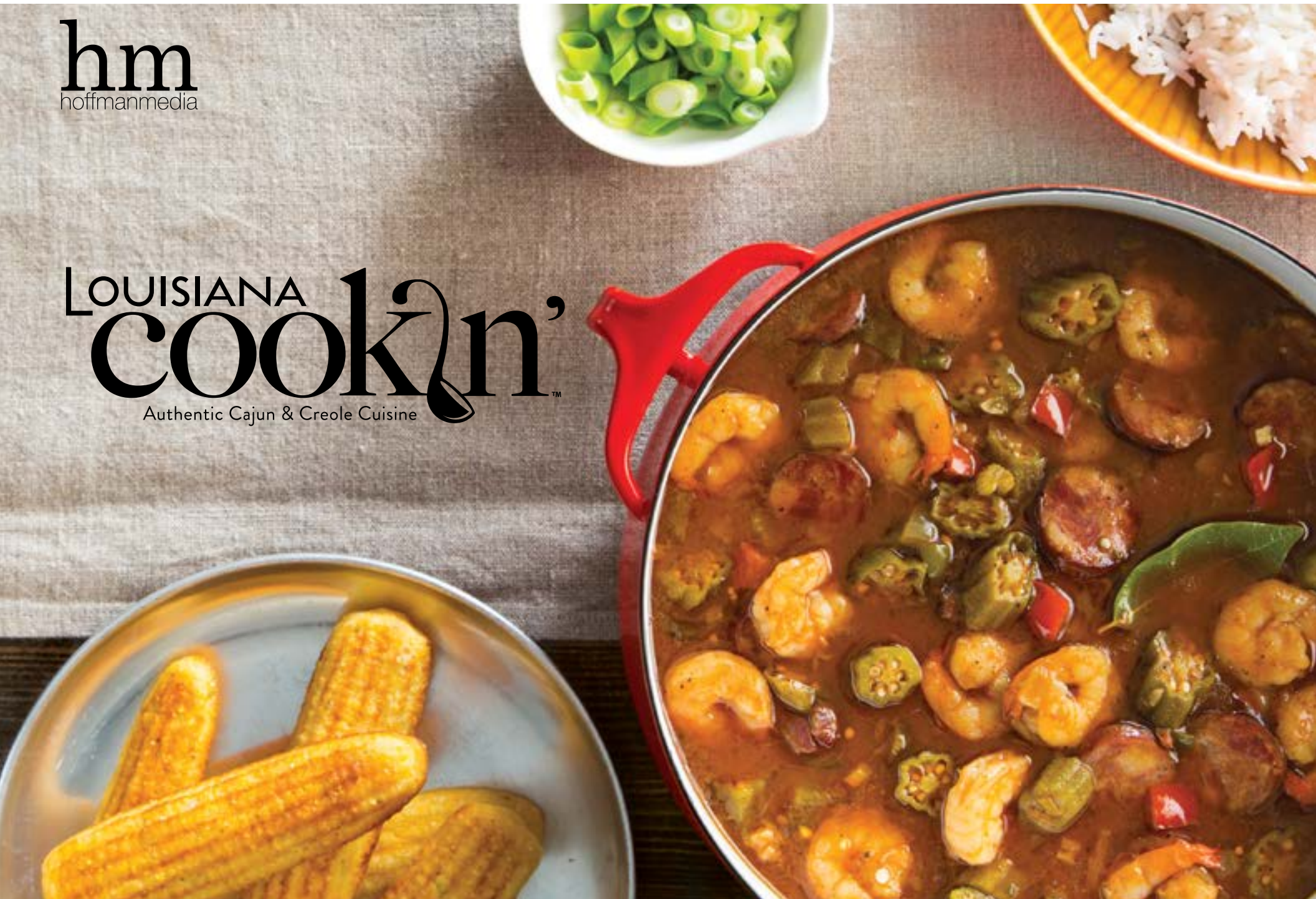


hm  
hoffmanmedia

# LOUISIANA COOK'n<sup>™</sup>

Authentic Cajun & Creole Cuisine





*Louisiana Cookin'* celebrates the wholly unique culture and lifestyle of Louisiana. We serve the enthusiasts who cherish the flavors of its food and its historical charm and who are ready to laissez les bon temps rouler! From home-cooked étouffées to chef creations, we inspire our audience with heartwarming stories steeped in centuries of traditional Cajun and Creole comfort.

LOUISIANA  
**cookin'**

40+

**NEW  
RECIPES  
IN EACH  
ISSUE**



Print

**Total Distribution** 50,000

**Frequency** 6x

Digital

**Monthly Page Views** 445,213

**E-Newsletter Subscribers** 43,554

Social



**Followers** 442,159

**INSTAGRAM**

**Followers** 61,456

**Impressions** 6,768,597

**Engagements** 331,050

**Engagement Rate** 4.9%

**FACEBOOK**

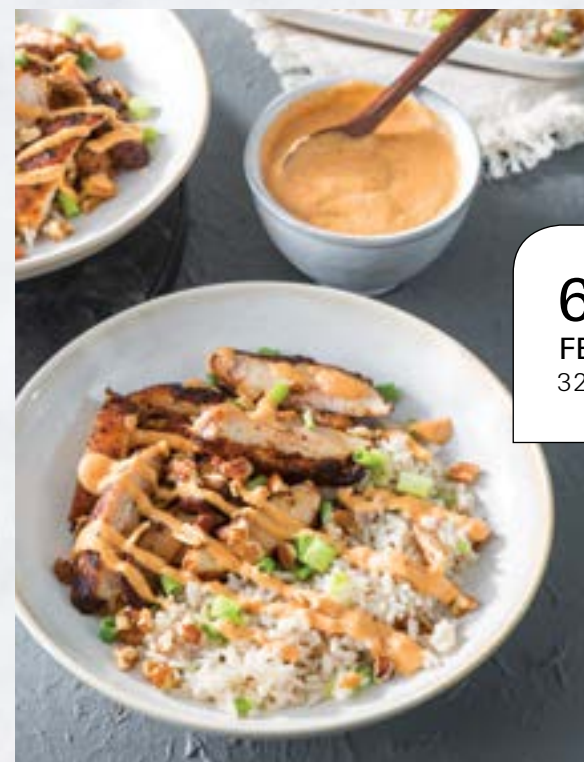
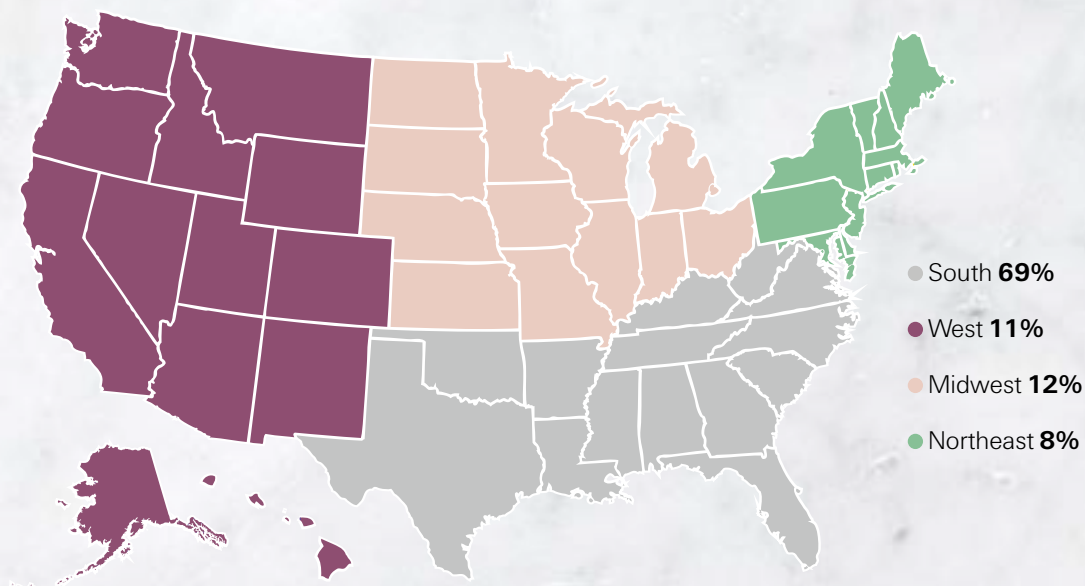
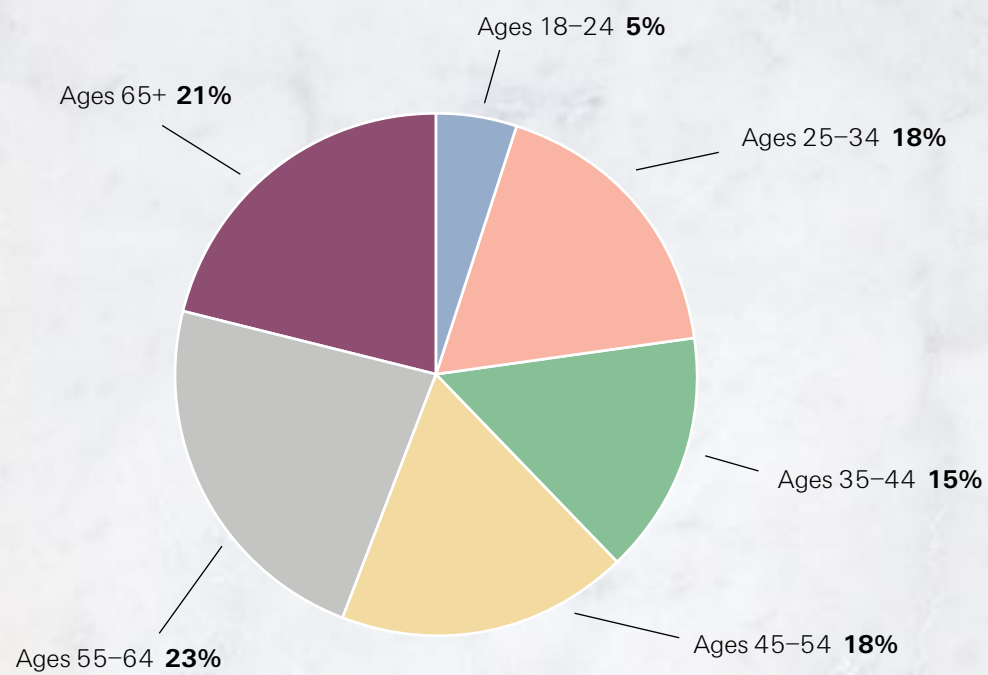
**Followers** 352,294

**Impressions** 6,297,751

**Engagements** 558,135

**Engagement Rate** 8.9%





**68%**  
FEMALE  
32% MALE

LOUISIANA  
**cook2n'**

**\$87,500**

[ MEDIAN HHI ]



## READER STATISTICS



**72%** read 4 out of last 4 issues



**96%** purchased a specialty ingredient for a recipe



**52%** have been readers for 4+ years



**76%** are active on social media



**63%** save entire issues



**72%** purchased a product written about or advertised in *Louisiana Cookin'*



## 2021 EDITORIAL CALENDAR



*L*ouisiana Cookin' celebrates the unique cuisine, culture, and travel destinations of the Bayou State. Published six times a year, the magazine has a dedicated following of subscribers who are passionate about Louisiana's culinary traditions.

Our January/February issue gets the good times rolling with recipes worthy of any Mardi Gras celebration. March/April is an homage to Louisiana's crawfish season, with plenty of new recipes featuring the tasty crustaceans. May/June explores Louisiana's backwaters, main streets, and more with our annual travel issue. July/August offers new ways with Louisiana's plentiful produce and world-class seafood, and September/October showcases some of the most talented chefs throughout Louisiana with our annual class of Chefs to Watch. Celebrate the splendor of the holiday season with the heartwarming recipes in our November/December issue.

Each issue is packed with authentic recipes and modern interpretations in columns such as Light & Fresh, In Season, Quick & Easy, and Local Pantry. In Afield & Afloat, renowned chef John Folse shares his wealth of knowledge about cooking with wild game and seafood throughout the seasons. Beyond recipes, Spillin' the Beans keeps readers up-to-date on all the restaurant openings and food news they need to know about, and Louisiana's Best rounds up a few of our favorite spots throughout the Bayou State for beignets, brunch, gumbo, and more. This next year is certain to serve up plenty of fresh inspiration, and I look forward to introducing you to our publication and readers.

Sincerely,

*Caitlin Watzke*

Caitlin Watzke  
Editor, *Louisiana Cookin'*

March | April — Crawfish  
**Materials Due 12/18 | On Sale 2/9**

May | June — LA 31  
**Materials Due 2/19 | On Sale 4/13**

July | Aug — Eat Local  
**Materials Due 4/23 | On Sale 6/15**

Sept | Oct — Chefs to Watch  
**Materials Due 6/21 | On Sale 8/10**

Nov | Dec — Holiday  
**Materials Due 8/20 | On Sale 10/12**

Jan | Feb 2022 — Mardi Gras  
**Materials Due 10/22 | On Sale 12/14**

LOUISIANA  
*cookin'*



***Louisiana Cookin'*** invites readers to slow down, unplug, and escape to the Bayou State without distraction. 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 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** \$6,720

**Spread** \$5,600

**Full Page** \$3,200

**2/3 Page** \$2,560

**1/2 Page** \$2,080

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

**1/4 Page** \$1,240

**Cover 4** \$4,400

## 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.





## LOUISIANA *cookin'*

Written by the editors of ***Louisiana Cookin'***, digital placements allow content to travel to meet readers in the right place, through the right platform, and 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.

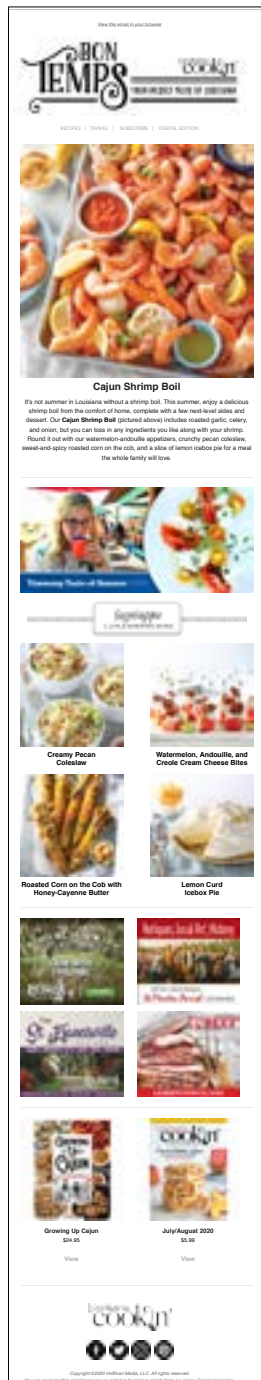
## ADVERTISING PLACEMENTS

### 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



[ E-NEWSLETTER AD ]



[ BLOG POST VIA HOME PAGE ]

## 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 Louisiana Northshore, partners of [Louisiana Cookin'](#)

**LOUISIANA COOKIN'** with Camellia Beans


Last Chance to Enjoy Big Savings with the Free Tammany Taste of Summer Savings Pass!



**Now through September 30**

Summer's most savory event is back and bringing the heat all along Louisiana's Northshore! Plan your weekend retreat to St. Tammany with discounted room rates at charming bed-and-breakfasts, including Blue Heron in Old Mandeville, Annabelle's in Covington, and the Abita Springs Hotel, the boutique Southern Hotel in Covington, or the cozy Little River Bluffs cabins in Folsom. Earn reward points at your favorite choice hotels, including Holiday Inn Covington, TownePlace Suites Slidell, Homewood Suites Slidell, and many more.


Sign Up to Save



**Explore Delicious Local Restaurants**

Treat yourself to mouthwatering discounted prix fixe menus at restaurants beloved by locals, including Cafe Lynn, Casan's Restaurant, Impastato Cellars, and The Lakehouse in Mandeville. Dine at one of Chef Pat Gallagher's three restaurants: Gallagher's on Front Street, Pat Gallagher's 527, and Gallagher's Grill. Taste the flavor at Forks & Corks and Prepe's Sonoran Cuisine in Covington. Enjoy a date night at Restaurant Cote in Old Towne Slidell.


Savor Tammany Taste of Summer



**Discover a Breathtaking Outdoor Retreat**

Satisfy your desire for adventure on a guided boat tour of Honey Island Swamp with Cajun Encounters. Experience Cane Bayou during a sunset paddle with Bayou Adventure, or meander down the Bogalou Falgout River with Canoe & Trail Adventures. Rent a bicycle and explore the 31-mile Tammany Trace with Brooks' Bike Shop. Ride the Tchumfunct River to dinner with Tchumfunct River Cruises. Check skydiving off your bucket list with Gold Coast Skydivers in Abita Springs.

Plan an Adventure



**Get a Chance to Win an Exclusive Private Excursion or Dinner**

Yes, it's true! All of this and more is being offered at a huge discount for you to savor. Visit [TammanyTaste.com](#) to sign up for your FREE Tammany Taste of Summer Savings Pass and receive easy access to all of the delicious deals available at restaurants, attractions, and accommodations. Plus, every time you check in using your pass, you will be entered to win the grand prize: your choice of a charter fishing excursion or a private wine dinner for four!

[ SPONSORED E-NEWSLETTER ]

**Louisiana Cookin' with Camellia Beans.**  
Published by Courtney duQuesnay | 771 • Paid Partnership

**Red Beans & Rice: 3 Easy Ways + Cooking Tips**  
#redbeansdoneight #redbeansmonday Camellia Beans



CAMELLIABRAND.COM

**Red Beans & Rice 3 Ways - Get Recipes**  
There are three ways to cook up delicious, scratch-made red beans and...

[ FACEBOOK ]



**LouisianaCookin' • Following**

**LouisianaCookin' GIVEAWAY**

Say "hello" to the busy weeknight's new best friend. The Signature Series slowcooker by Seth McClean. It cooks delicious meals in under an hour using a convection steam environment that keeps meals healthy, tender, and full of flavor. Our sister publication Taste of the South developed this Chicken Breast with Savory Cranberry Stuffing with full flavors in mind and the CrockCooker is the perfect vessel to make this simple supper come to life.

Enter below for your chance to win a CrockCooker Signature Series, CrockCooker Cookbook Volume II, and a one-year subscription to one of the

Like by brooksbull and 298 others

Add a comment...

[ INSTAGRAM ]





## LOUISIANA *cookin'*

The editors of *Louisiana Cookin'* 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 *Louisiana Cookin'* 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 **\$500**    SIZE **1/4 page**

RATE **\$900**    SIZE **1/2 page**

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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 **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 **Anna Portante**, [aportante@hoffmanmedia.com](mailto:aportante@hoffmanmedia.com).



# LOUISIANA COOK'n'

**Mary-Evelyn Dalton**

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**Katie Guasco**

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ck-hagan@hotmail.com | 251.802.4994

**Christy Chachere Lohmann**

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# LOUISIANA COOKIN'

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 *LOUISIANA COOKIN'* EVENTS

For nearly 20 years, *Louisiana Cookin'* has awarded up-and-coming culinary stars the highly coveted Chefs to Watch designation. The celebration crosses print and digital platforms to introduce foodie enthusiasts to chefs spicing up the state. It all culminates in a special six-course dinner where honored chefs give a sellout crowd a taste of what's ahead in the Louisiana culinary scene.

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.



## LOUISIANA COOK'n'

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 capture engagement and reach



## HOLIDAY Gift Guide

The hottest gifts  
to give this season

from our Partners

### Cane River Pecan Company New Orleans Streetcar Sampler

Featuring Praline Pecans, Creamy Pralines, and Chewy Pralines, this special edition gift tin is sure to make your holidays sweet. In 1969, the Regard family began working on their pecan farm along the Cane River, and in 1985, they founded the Cane River Pecan Company to sell their pecans straight from the orchard. Today, the family-owned company offers a variety of Southern food specialties and gourmet pecan gifts, including this Streetcar Sampler, a tasty tribute to New Orleans and the pecan praline.

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



### GRIZZLY 12" Skillet

No Southern kitchen is complete without a piece of cast-iron cookware. This 12-inch cast-iron skillet is coated in nickel, which means it's easy to clean, rust-resistant, and never needs to be seasoned. Each unique piece is thoughtfully designed and crafted in America, and offers versatility for all of your cooking adventures, from the kitchen to the grill. This low-maintenance, high-quality skillet is the gift that keeps on giving and is sure to become a family heirloom in no time.

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



### The Oyster Bed Le Grande Pro Package

Help your favorite foodie step up their grilling game with the Le Grande Pro Package from The Oyster Bed. This version of The Oyster Bed has 12 individual cooking wells and a large reservoir to collect all the succulent juices. With its lightweight yet durable build, The Oyster Bed cooks and retains heat like cast iron, making grilling and baking a breeze. The Le Grande is not only ideal for cooking oysters but is also great for cooking your favorite meat and poultry dishes. Exclusive offer: Enter coupon code LACOOKIN for 15% off your purchase.

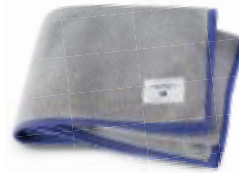
WHERE TO FIND IT: [theoysterbed.com](http://theoysterbed.com)



### Burgers' Smokehouse Bacon Connoisseurs Sampler

If you know someone who is obsessed with bacon, this mouthwatering gift sampler is the best way to share the love and flavor. With six packages of handcrafted artisanal bacon—including Cajun Style Country Bacon—this gift set is certain to delight the bacon lover in your life and make for an extra delicious holiday. Using the same recipe since the beginning, each variety is made with simple ingredients and decades-old processes, ensuring the utmost quality.

WHERE TO FIND IT: [smokehouse.com](http://smokehouse.com) under Country Bacon



### Southern Marsh Highland Alpaca Blanket in Light Gray

Give the gift of warmth to your loved ones this holiday season with the Highland Alpaca Blanket from Southern Marsh. With its ultrasoft fleece lining, this cozy blanket will become your go-to for those chilly winter days spent snuggled up next to the fireplace. With its textured yet classic look and special details, this blanket exudes comfort and is a timeless gift fit for everyone on your list.

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



### Stone Mountain Pecan Company Party Pleaser Gift Tin

Shelled and packed in small-town Monroe, Georgia, these buttery nuts are the ultimate holiday treat. This Party Pleaser Gift Tin is filled to the brim with honey-roasted peanuts alongside roasted and salted cashews, pecans, pistachios, and more.

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

# LOUISIANA Cookin'

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

## 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