

BLISS
Victoria



Victoria is a women's magazine celebrating a gracious lifestyle with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations.



Print
Total Distribution 220,000
Frequency 7x

Digital
Monthly Page Views 433,660
E-Newsletter Subscribers 111,728

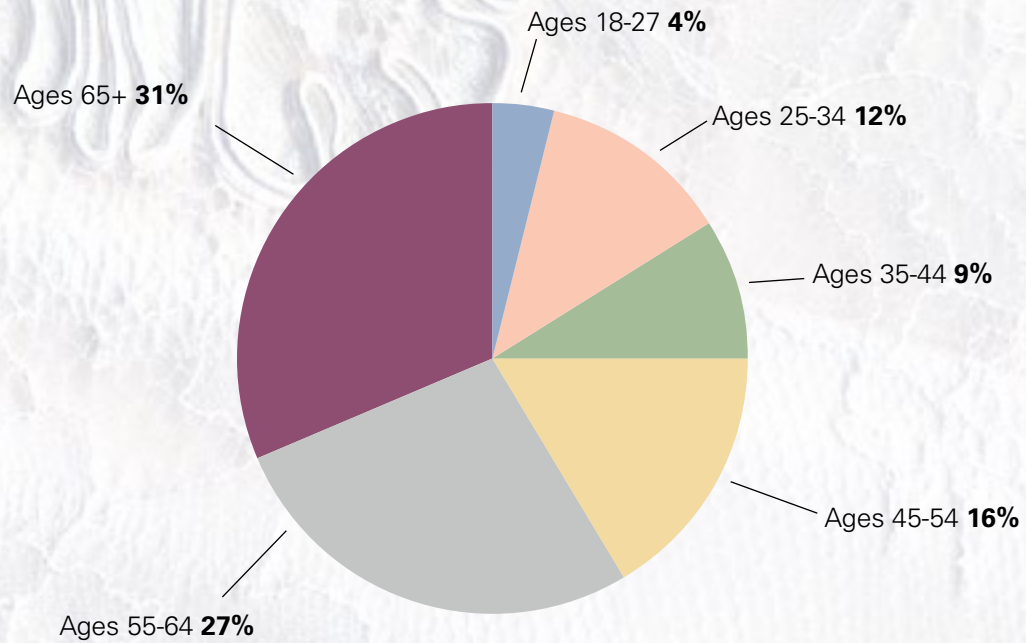
Social   
Followers 359,713

INSTAGRAM
Followers 134,883
Impressions 9,559,750
Engagements 1,024,564
Engagement Rate 2.7%

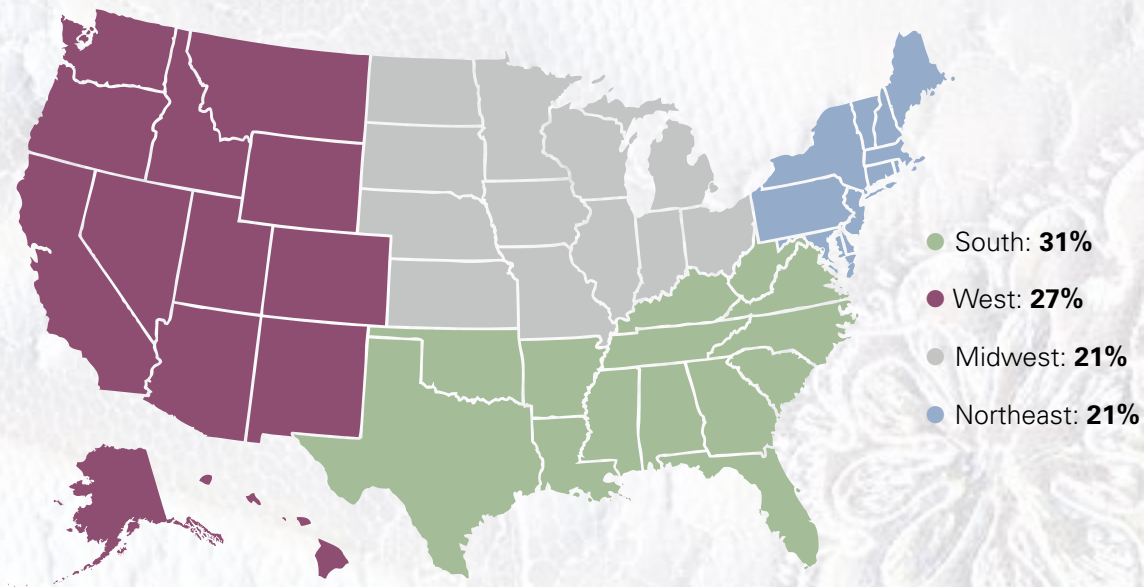
FACEBOOK
Followers 174,086
Impressions 25,042,460
Engagements 2,587,008
Engagement Rate 10.7%



BLISS
Victoria



89%
FEMALE
11% MALE



BLISS
Victoria

\$90,000

[MEDIAN HHI]

READER STATISTICS



91% save entire issues



63% spend over 1 hour reading an issue



67% visit the *Victoria* website



87% requested information on or purchased a product advertised in *Victoria*



77% have been readers for 10+ years



90% rate *Victoria* among their favorite publications



March | April — Garden
Materials Due 11/19 | On Sale 2/21

May | June — French
Materials Due 1/21 | On Sale 4/6

July | Aug —
Summer & Antiques
Materials Due 3/11 | On Sale 5/25

Sept — Great Britain
Materials Due 4/28 | On Sale 7/13

Oct — Autumn
Materials Due 6/10 | On Sale 8/24

Nov | Dec — Holiday
Materials Due 7/22 | On Sale 10/5

Jan | Feb 2022 —
Entrepreneur
Materials Due 9/22 | On Sale 12/7

In addition to regular issues, *Victoria* offers special-issue publications, including *English Cottage*, *Fall Baking*, *Flowers & Gardens*, *French Cottage*, *Autumn Bliss*, *Holiday Bliss*, & *Tea Pleasures*.



Victoria evokes a thoughtful spirit of loveliness—one that delights in the beauty of everyday living and allows our audience to retreat in serenity to restore the soul. Those who are captivated by the brand become loyal subscribers, citing *Victoria* as their favorite publication, with a responsive interest to both editorial content and advertisements.

Beginning the new year with the perennially popular winter issue, January/February features an inspiring selection of entrepreneurial women who cultivated their passions into thriving businesses. A splendid ode to spring, March/April brims with glorious gardens and romantic florals. May/June offers an escape into the dreamy milieu of French style, and the radiance of summer shines forth from the July/August issue, a tribute to the season's most anticipated delights. September is a journey into the heart of England, where dreamy countryside destinations await exploration. The prismatic beauty of autumn reaches its pinnacle in our October issue, and the joy of Christmas glows within each page of November/December.

Each issue contains a variety of columns, including Touring, Cooking & Entertaining, Hotels We Love, and many more. Among the most popular with readers is the multi-page Favorite Things, in which a dazzling array of products draws upon their enthusiasm for discovering new vendors for home, table, and wardrobe. Beloved author of the well-known Mitford series Jan Karon will contribute essays as our Writer-in-Residence, and Annie Sloan, whose innovative Chalk Paint® is cherished among crafters and designers alike, will showcase a variety of unique projects as Artist-in-Residence.

The year 2021 promises to be the most inspirational and diverse yet, and I look forward to welcoming you to the pages and audience of *Victoria*!

Warmly,

Editor, *Victoria*



Victoria offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

Success is due to a loyal, engaged readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, this stability creates a targeted, trustworthy environment for advertising.

Advertising Rates

Cover 2, Page 1 \$22,680

Spread \$18,900

Full Page \$10,800

2/3 Page \$8,640

1/2 Page \$7,020

1/3 Page \$5,400

1/4 Page \$4,185

Cover 4 \$14,850

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.





Written by the editors of **Victoria**, 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.

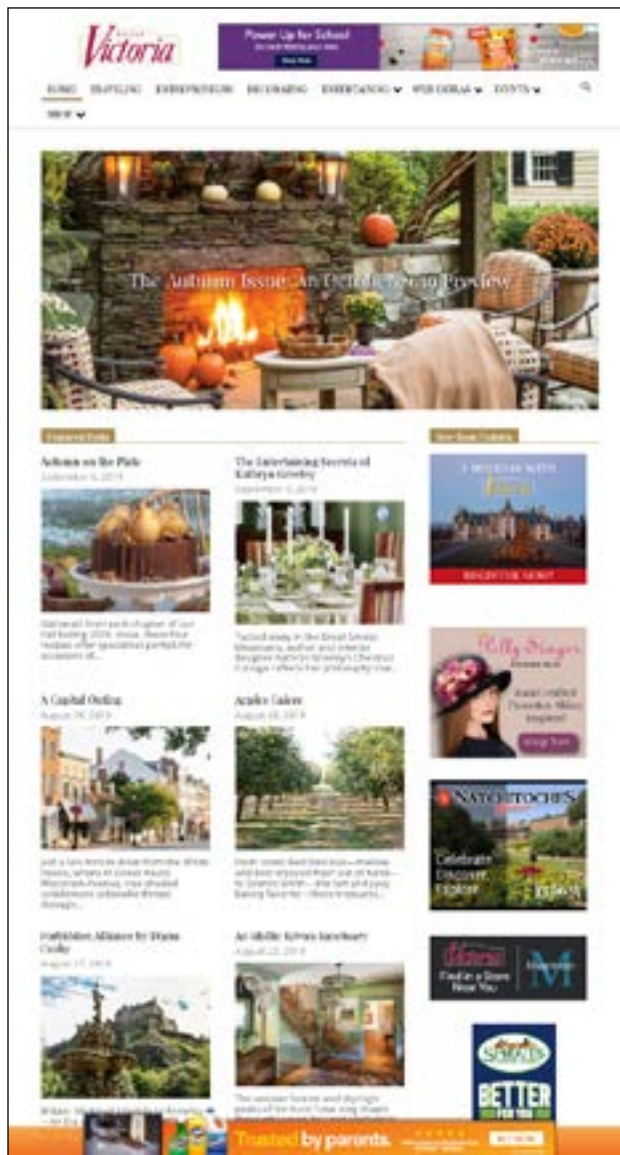
ADVERTISING PLACEMENTS

Blog Post

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

E-Newsletter Ad

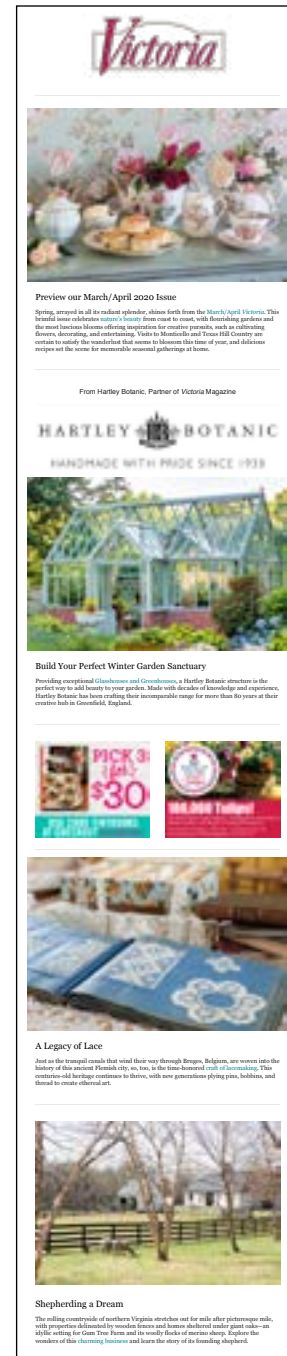
- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]



DIGITAL MARKETING

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

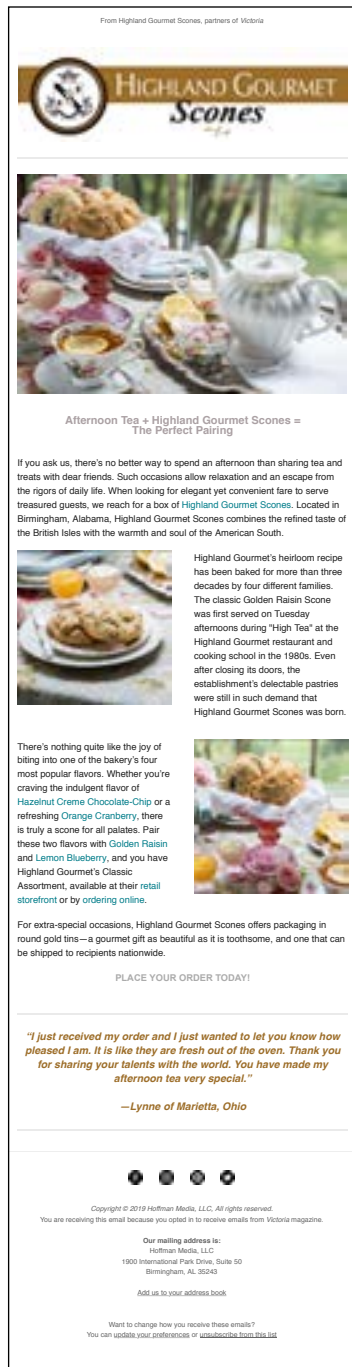
Additional Opportunities

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 *Victoria* 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 *Victoria* 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 **\$850** SIZE **1/4 page**

RATE **\$1,530** 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 **Samantha Sullivan**, 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 **Anna Portante**, aportante@hoffmanmedia.com.

ADVERTISING CONTACTS

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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.

SIGNATURE VICTORIA EVENTS

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



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
- 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



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

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

HOLIDAY

Gift Guide from our PARTNERS

The holiday fix to give this season



Spectra 4499 Women's Handbag with Tote, 12x9x5 (Black)

Spectra's women's handbag is a stylish and functional accessory. It features a black and white floral pattern and a black strap. The bag is made of high-quality material and is designed to last. It is perfect for carrying all your essentials and is a great gift for the fashionista 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 and functional piece of furniture. It is made of high-quality wood and is designed to last. It is perfect for dining and entertaining and is a great gift for the home chef in your life.

WHERE TO FIND IT: Lillian.com



Spectra 4499 Women's Handbag with Tote, 12x9x5 (Black)

Spectra's women's handbag is a stylish and functional accessory. It features a pink and black pattern and a black strap. The bag is made of high-quality material and is designed to last. It is perfect for carrying all your essentials and is a great gift for the fashionista in your life.

WHERE TO FIND IT: Spectra.com



Victoria's Secret Jewelry by Victoria's Secret

Victoria's Secret Jewelry is a collection of beautiful and elegant jewelry. It features a variety of styles, including necklaces, earrings, and bracelets. The jewelry is made of high-quality materials and is designed to last. It is perfect for any occasion and is a great gift for the woman in your life.

WHERE TO FIND IT: VictoriaSecret.com



Victoria's Secret Christmas Dinnerware

Victoria's Secret Christmas Dinnerware is a collection of beautiful and elegant dinnerware. It features a variety of styles, including plates, bowls, and mugs. The dinnerware is made of high-quality materials and is designed to last. It is perfect for any occasion and is a great gift for the woman in your life.

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