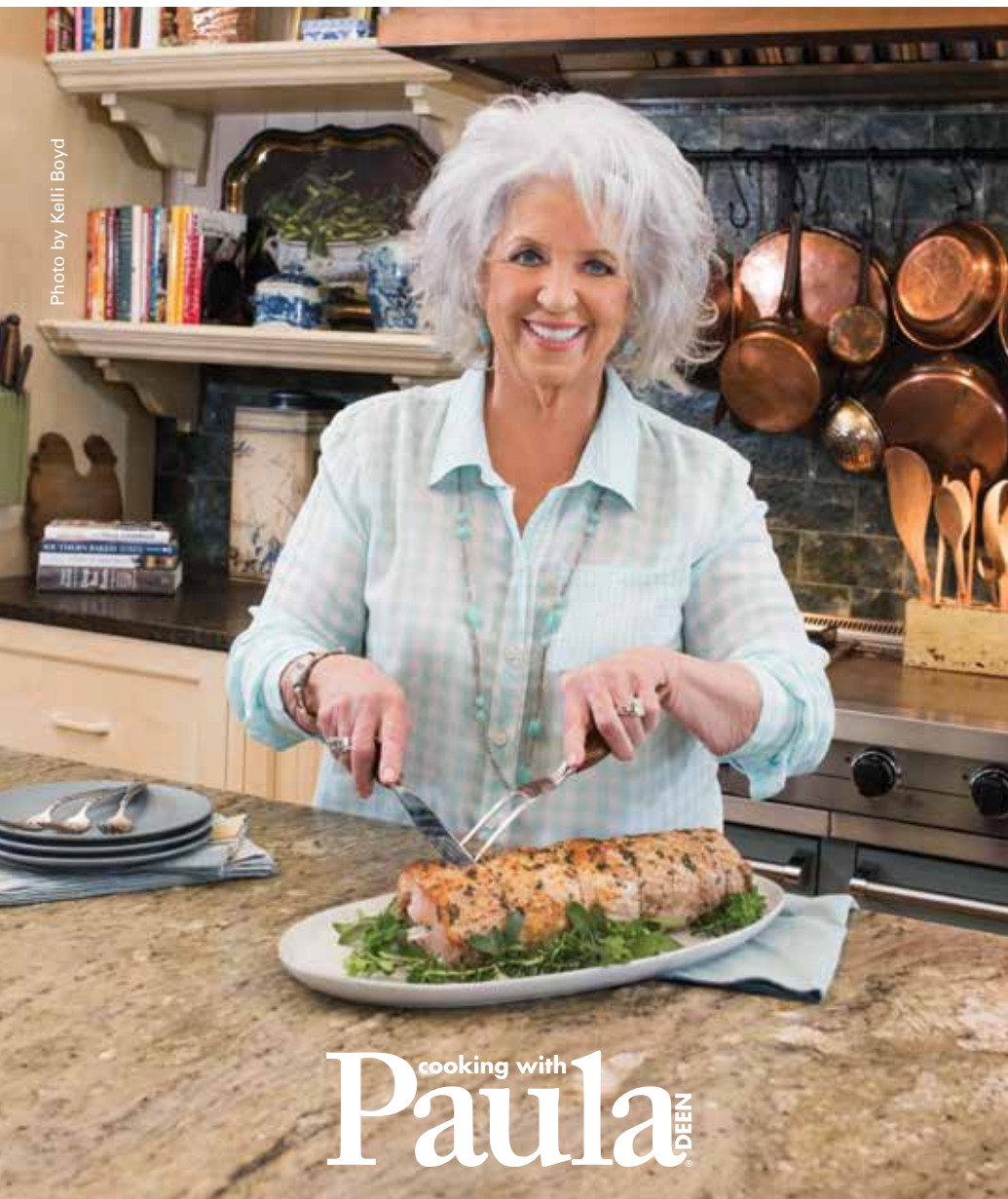


cooking with
Paula^{DEEN}
2022 MEDIA KIT





OVERVIEW

Print

Total Distribution 120,000

Frequency 7x

Digital

Average Monthly Page Views 271,555

E-Newsletter Subscribers 93,286



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.



AUDIENCE



[OWN THEIR HOME]

93.9%



[FEMALE]

94.8%



[AVERAGE AGE]

62.4 Years



[MARRIED]

73.1%



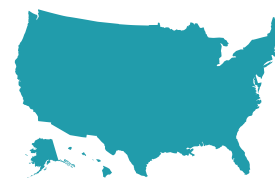
[RETIRED]

73.2%



[AVERAGE HHI]

\$118,100



SOUTH 56%

WEST 12%

MIDWEST 21%

NORTHEAST 11%



96% have taken an action as a result of reading the publication



Loyal and Engaged

94% are considered regular readers (read 3 of the last 4 issues)

89% cut out or used a recipe in the last 12 months

80% save the magazine for future reference

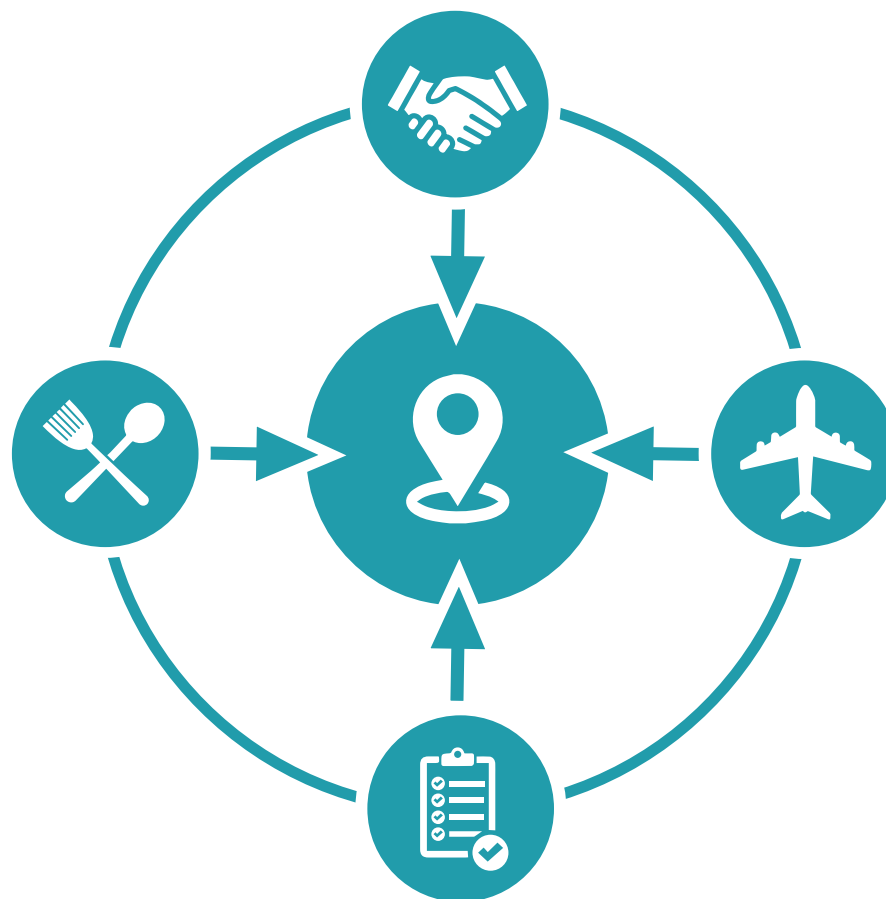


In the Kitchen

98% are willing to pay more for quality ingredients

95% consider themselves knowledgeable about brands of products used for cooking and baking

89% are asked advice about cooking and baking techniques



Hobbies and Activities

73% read for pleasure

68% are gardening

54% have attended a farmers' market in past 12 months



Love to Travel

2.4 vacations per year

86% stayed in a hotel

80.2% vacationed with a spouse or partner

6.7 nights away per trip



2022 EDITORIAL CALENDAR

March | April—Spring;
Easter
Materials Due 11/17 | On Sale 2/1

May | June—Early Summer;
Grilling
Materials Due 1/27 | On Sale 4/12

July | Aug—Late Summer
Potlucks
Materials Due 3/23 | On Sale 6/7

Sept—Early Fall;
Apples
Materials Due 5/12 | On Sale 7/26

Oct—Late Fall;
Pumpkins
Materials Due 6/23 | On Sale 9/6

Nov | Dec—Holidays
Materials Due 8/11 | On Sale 10/25

Jan | Feb 2023
Comfort Food; Casseroles
Materials Due 9/21 | On Sale 12/6

cooking with
Paula DEEN



Photo by Matt Amendariz

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 handy-dandy air fryer, humble slow cooker, and my trusty cast-iron skillet and Dutch ovens to create delicious dishes that I know your family will 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 growing families. No matter which column or feature you turn to, tasty, seasonal dishes are sure to follow.

I always prioritize spending quality time with my loved ones and making memories over comforting food and conversation. All of my recipes are straight from the heart, so my hope is that every issue of *Cooking with Paula Deen* magazine inspires you to keep you and your family full, healthy, and happy.

Love and Best Dishes,

Paula



PRINT MARKETING

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 \$10,920

Spread \$9,100

Cover 4 \$7,150

Full Page \$5,200

2/3 Page \$4,160

1/2 Page \$3,380

1/3 Page \$2,600

1/4 Page \$2,015

Ad Specs

Trim Size 7.875" x 10.5"

Full Page 8.125" x 10.75"

(bleed only)

2/3 Page 4.375" 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.



MARKETPLACE

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.

Cooking with Paula

Hilton Head Island Seafood Festival

SPONSORED CONTENT




SPONSORED CONTENT


Hilton Head Island Seafood Festival, happening February 26 through March 1, 2020, is a family-friendly, week-long culinary and culture festival where top chefs, mixologists, sommeliers, artisans, live music, local seafood, and wildlife come together. Stan Van Hoffman, editorial chief of *Cooking with Paula* magazine, and Hoffman Media's President and Chief Creative Officer, will be on-site demonstrating the game-changing blanching technique. You don't want to miss this event. [Plan your trip now.](#)

While you wait, try one of these delicious recipes for a taste of Hilton Head Island:

Butter Seared Black Sea Bass with Shaved Fennel-Citrus Salad



Gruyere and Black Pepper Angel Biscuits




[BLOG POST VIA HOME PAGE]

Cooking with Paula

RECIPE OF THE WEEK

Recipes | Subscribe | Shop | Digital Editions




Skillet Fries with Sausage and Eggs


Only mornings call for one thing: a piping hot breakfast to get your crew up and running for the day. This skillet skillet is just the ticket!

[VIEW RECIPE](#)


WHAT'S COOKING




Lighter Green Bean Casseroles



Porcino Cheese Fond Pie




Sausage, Kale, and White Bean Soup



Sweet Potato Pie with Herbaceous Toppings

[E-NEWSLETTER AD]

Cooking with Paula




Paula's Dish Pantry

Take a tour of Paula's very own dish pantry. With the holidays ramping up, these beauties will be brought down from the shelves to be a part of more memories in the making.

[VIEW PANTRY](#)


PAULA'S ONLINE STORE



Holiday Baking
\$12.99
[BUY NOW](#)

November/December
\$9.99
[BUY NOW](#)

Christmas 2020
\$12.99
[BUY NOW](#)



NEW DOWNLOADS
THE LATEST ISSUE TODAY

SHOP THIS MONTH'S Best Sellers
SPREAD Yuletide Cheer!
SHOP HOLIDAY FAVORITES

DIGITAL MARKETING

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



[SPONSORED E-NEWSLETTER]

cooking with
Paula DEEN

DIGITAL MARKETING

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.



STORYMAKER

Over 35 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker division allows the company to become an extension of the brand teams it works with and loves. We pride ourselves on the content we create, knowing our end reader has come to expect nothing short of excellence.

Building content is no small task, and leveraging the Hoffman Media StoryMaker team allows for a seamless, turnkey experience.

<https://www.hoffmanmedia.com/storymaker/>

OPPORTUNITIES

Advertorial Content
Test Kitchen Partnerships
Recipe Development
Food and Prop Styling
Photography

Videography
Custom Book Publishing
Co-Op Partnerships
Catalog Development
and Production



SUBMITTED ARTWORK

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 social media and digital placements should be directed to **Anna Portante**, aportante@hoffmanmedia.com.

For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should be directed to **Lindsay Edmonds**, ledmonds@hoffmanmedia.com.



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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



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



HOLIDAY OPPORTUNITIES

Readers are on the hunt for holiday gifts, 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 cooking classes
- Social sweepstakes and gift giveaways
- Q4 digital bundles, including editorial e-newsletter ads and social posts