

LOUISIANA cookin'

Authentic Cajun & Creole Cuisine

2022 MEDIA KIT



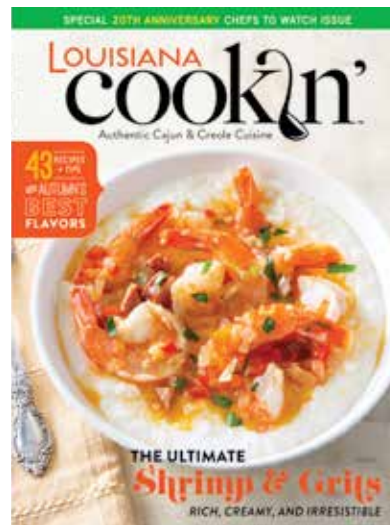
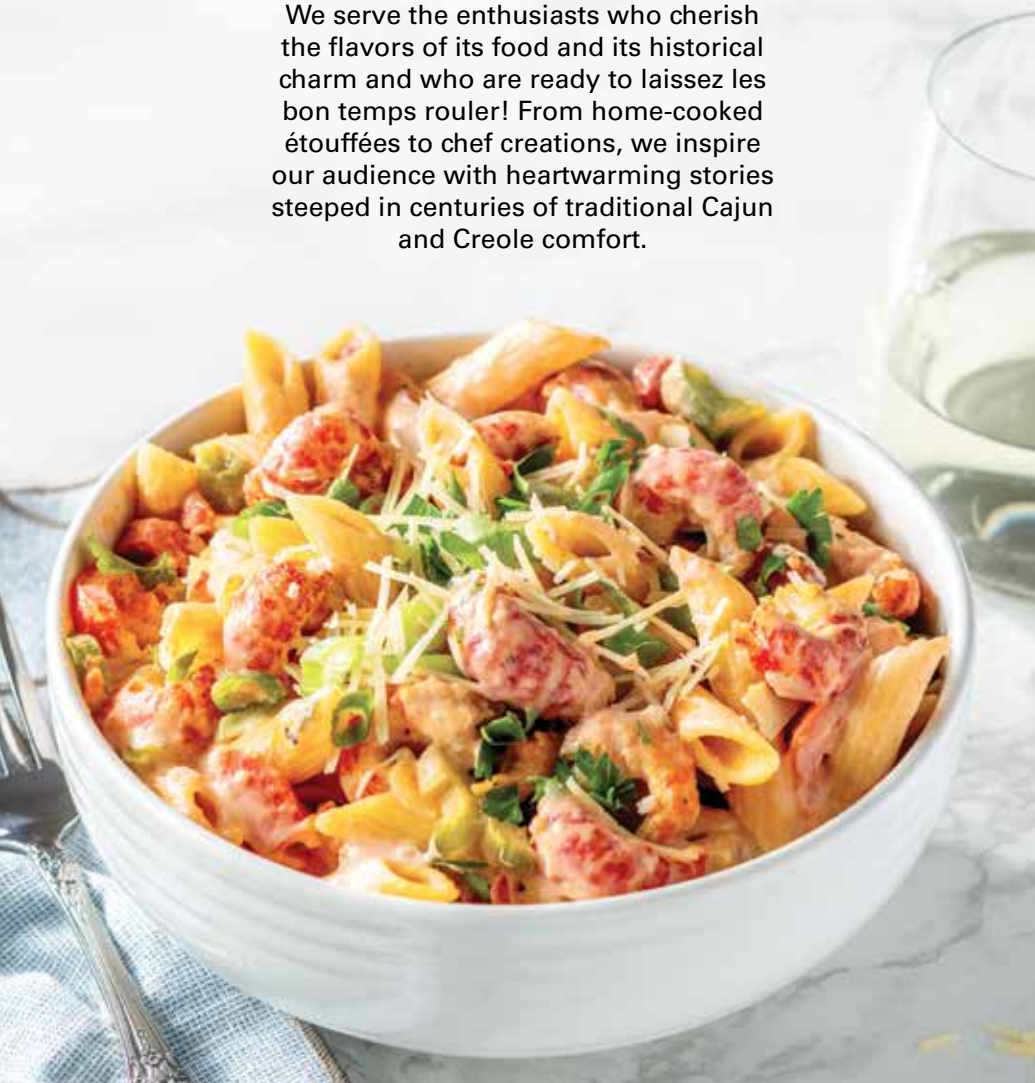
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LOUISIANA cookin'

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.



OVERVIEW

Print

Total Distribution 40,000

Frequency 6x

Digital

Adverage Monthly Page Views 383,522

E-Newsletter Subscribers 25,532

Social   

Total Following 444,669

Facebook 348,230

Instagram 72,253

Pinterest 24,186





AUDIENCE



[OWN THEIR HOME]

97.5%



[FEMALE]

71.7%



[AVERAGE AGE]

61.3 Years



[MARRIED]

66.1%



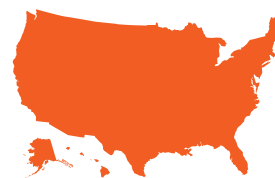
[RETIRED]

61.5%



[AVERAGE HHI]

\$160,300



SOUTH 69%

WEST 11%

MIDWEST 12%

NORTHEAST 8%

LOUISIANA *cookin'* READER STATISTICS

Authentic Cajun & Creole Cuisine



99% have taken an action as a result of reading the publication



Loyal and Engaged

94.1% cut out or used a recipe

93% are considered regular readers

91% say it's their favorite magazine/top 3

86% save the magazine for future reference



In the Kitchen

97% said they were willing to pay more for quality ingredients

72% cook with cast iron

68% expert/advanced cooking skills



Hobbies and Activities

69% went to a farmers' market in past 12 months

69% are gardening

62.5% are barbecuing or using a smoker

43% went to the beach

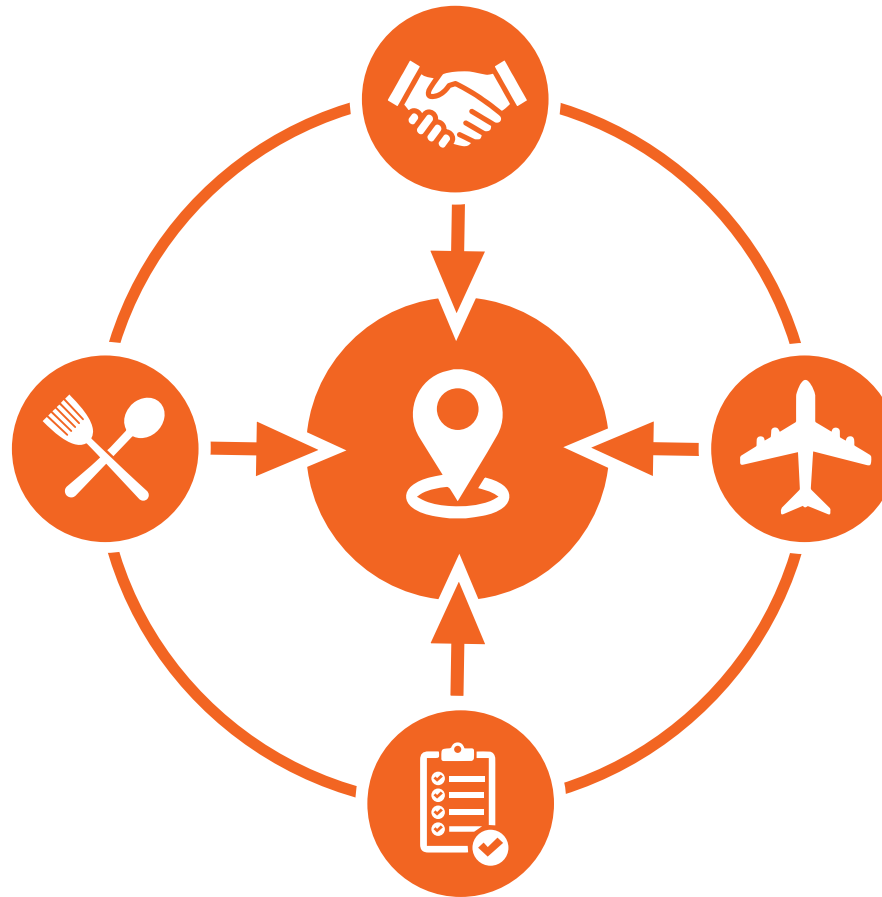


Love to Travel

3.2 vacations per year

80% stayed in a hotel

5.8 nights away per trip





2022 EDITORIAL CALENDAR

March | April—Crawfish

Materials Due 12/15/21

On Sale 2/8/22

May | June—Travel

Materials Due 2/9/22

On Sale 4/12/22

July | Aug—Eat Local

Materials Due 4/12/22

On Sale 6/14/22

Sept | Oct—Chefs to Watch

Materials Due 5/25/22

On Sale 8/9/22

Nov | Dec—Holiday

Materials Due 8/10/22

On Sale 10/11/22

Jan | Feb 2023

Mardi Gras

Materials Due 10/24

On Sale 12/20

LOUISIANA
cookin'
Authentic Cajun & Creole Cuisine



*L*ouisiana Cookin' celebrates the cuisine and culture that make Louisiana such an exciting place to live and eat. Published six times a year, each issue is filled with dozens of recipes and tips to inspire readers.

In our January/February issue, readers will find plenty of festive recipes to help them revel in Carnival season. March/April celebrates one of Louisiana's favorite crustaceans with inventive ways to cook with crawfish tails. May/June encourages readers to get out and explore all Louisiana has to offer with our travel issue, featuring the best bites, sights, and experiences in our annual LA 31 Food & Travel Awards. July/August showcases summer produce and seafood in all its glory, and September/October honors some of Louisiana's most talented up-and-coming chefs in the Chefs to Watch issue. November/December serves up heartwarming recipes for holiday meals.

Each issue of *Louisiana Cookin'* is packed with authentic Cajun and Creole recipes as well as imaginative new takes in columns such as In Season, Quick & Easy, and Local Pantry. Renowned Louisiana chef and restaurateur John Folse showcases classic ways to cook with wild game and seafood in Afield & Afloat. In addition to recipes, *Louisiana Cookin'* highlights local restaurants and businesses in columns such as Spillin' the Beans, which covers restaurant openings and food news; Chef's Table, which spotlights a Louisiana restaurant and the chef's influence on the food there; Facebook sensation Jason Derouen, better known as The Cajun Ninja, shares his versions of Cajun classics; and Louisiana's Best, which rounds up our top picks throughout the state for gumbo, oysters, beignets, and more. This next year promises to be an exciting and delicious one, and I look forward to welcoming you to the pages of *Louisiana Cookin'* and our readers!

Sincerely,

Daniel

Daniel Schumacher

Editor Director, *Louisiana Cookin'*



PRINT MARKETING

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, 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 \$5,880

Spread \$5,040

Cover 4 \$4,200

Full Page \$3,360

2/3 Page \$2,400

1/2 Page \$1,920

1/3 Page \$1,560

1/4 Page \$1,200

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.





MAKIN' GROCERIES MARKETPLACE

The editors of *Louisiana Cookin'* 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 *Louisiana Cookin'* 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 \$500	SIZE 1/4 page
RATE \$900	SIZE 1/2 page

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

Flanne - 100% Baumwolle - 100% Baumwolle - Spezialflanne-Perle-Flie

Spiced Rum Pecan Pie

Received 10, 2005



For a Thanksgiving showstopper, look no further than this exquisite Spiced Rum Pecan Pie. What separates this pecan pie recipe from the rest of the pack? First, we used *Cane River Mammoth pecan halves*, a pecan that brings both big flavor and size to the table. Second, we spiked our pie filling with spiced rum, adding aromatic warmth to an already decadent pie.

Cane River Pecan Company has been a family-owned business since 1969. Over fifty years ago they began harvesting fresh Louisiana pecans from their orchards along the historic Cane River. From fresh, recipe-ready chopped pecans to huge natural whole pecan halves, Cane River offers bakers everything they could need for the holiday baking season. They have taken all of the guess work out of which pecans to use by only offering a curated line of natural pecans to choose from; the petit and perfect Elliott pecan to the big and bold Desirable pecan half.



[BLOG POST VIA HOME PAGE]

RECIPES | TRAVEL | ALCOHOL | GENERAL KNOWLEDGE



Soups and Stews

Nothing beats the comfort of a bowl of soup. Today, we're sharing our top five soup and stew recipes to make the most of seasonal flavors and cozy weather. Our creamy **Shrimp and Corn Chowder** (pictured above) is sure to become a family favorite in no time. Or try a beef bowl that's served in a bread bowl for a fun and hearty dinner. You'll also find chicken and avocado soup with ziti, rice paper rolls, and shrimp and vegetable soup. No matter what you're craving, any of these recipes will warm you up to this fall, so grab a spoon and cozy up with a hot bowl of goodness!



Dark Cheddar Steak



Amber Beet Stew



[E-NEWSLETTER AD]

DIGITAL MARKETING

Written by the editors of ***Louisiana Cookin'***, 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

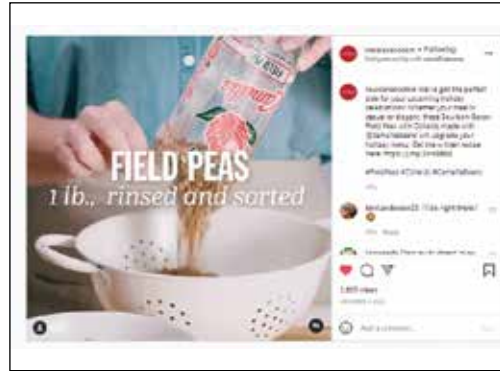
- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

E-Newsletter Ad

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



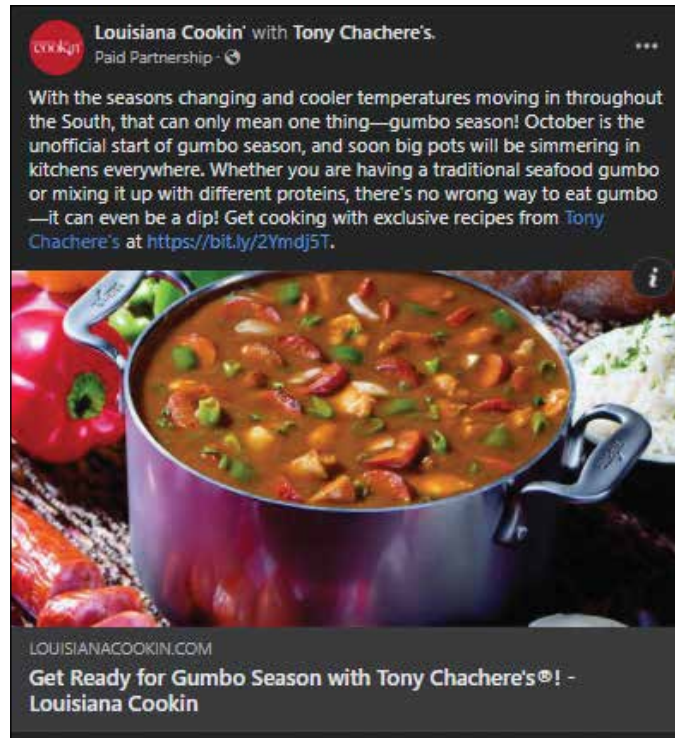
[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[PINTEREST]



[FACEBOOK]

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

Instagram

- Single image, series of 2–5 images, or long- or short-form video
- Link to advertiser website in bio
- Advertiser handle and hashtags

Pinterest

- Single image, series of images, or long- or short-form video
- Link to advertiser website

Additional Opportunities

Social Media Platform Takeover
Influencer Network Program
Reader Sweepstakes



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 custom content 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.



ADVERTISING CONTACTS

Mary-Evelyn Dalton, Regional Advertising Director

DC, KY, MD, VA, WV, NY
maryeveholder@comcast.net | 615.481.2595

Julie Goering, Regional Advertising Director

FL, GA, NC, SC, TN
jgoering@hoffmanmedia.com | 813.766.6027

Kathy Gross, Regional Advertising Director

FL, GA, NC, SC, TN
kgross@hoffmanmedia.com | 203.505.8405

Katie Guasco, Vice President, Advertising

AL, AR, LA, MS, TX
kguasco@hoffmanmedia.com | 225.485.8830

Katie Hagan, Account Director

Direct Response
ck-hagan@hotmail.com | 251.802.4994

Christy Chachere Lohmann, Account Manager

AL, AR, LA, MS, TX
christy.chachere@gmail.com | 985.705.1378

Kerrie Thompson, Account Manager

AL
kerriethompson@msn.com | 256.375.4204

Janet Tipton, Regional Advertising Director

CA, CT, MA, ME, NH, NJ, NY, OR, RI, TX, VT
jtipton@hoffmanmedia.com | 516.325.8365

Lindsay Edmonds, Marketing Manager

ledmonds@hoffmanmedia.com | 205.262.2116



EVENTS

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 LOUISIANA COOKIN' EVENTS

For 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.





INFLUENCER PROGRAMS

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 capture engagement and reach

HOLIDAY Gift Guide

from our Partners

The hottest gifts
to give this season

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 *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 cooking classes
- Social sweepstakes and gift giveaways
- Q4 digital bundles, including editorial e-newsletter ads and social posts