



# *Tea Time*

2022 MEDIA KIT

hm  
hoffmanmedia



# Tea Time

Written by tea lovers, for tea lovers, *TeaTime* revels in the elegance, timelessness, and traditions of tea that enhance readers' lives. We focus on the beauty of the tea experience: the pleasure of tasting tea, the fellowship it builds, the setting, and the joy of hosting people.



## OVERVIEW

Print

**Total Distribution** 80,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 262,494

**E-Newsletter Subscribers** 35,248

Social   

**Total Following** 206,364

**Facebook** 72,982

**Instagram** 107,956

**Pinterest** 25,426





## AUDIENCE



[ OWN THEIR HOME ]

85.5%



[ FEMALE ]

98.6%



[ AVERAGE AGE ]

60.5 Years



[ MARRIED ]

62.7%



[ RETIRED ]

57.8%



[ AVERAGE HHI ]

\$139,100



**SOUTH 35%**

**WEST 24%**

**MIDWEST 21%**

**NORTHEAST 20%**



# TeaTime<sup>®</sup> READER STATISTICS



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



## Loyal and Engaged

**99%** drink tea

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

**88%** save the magazine for future reference

**52%** visited an advertiser's website



## In the Kitchen

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

**85%** are baking

**76%** have cut out or used a recipe



## Hobbies and Activities

**82%** are reading for pleasure

**72%** visited Facebook

**68%** are gardening

**61%** are participating in outdoor activities

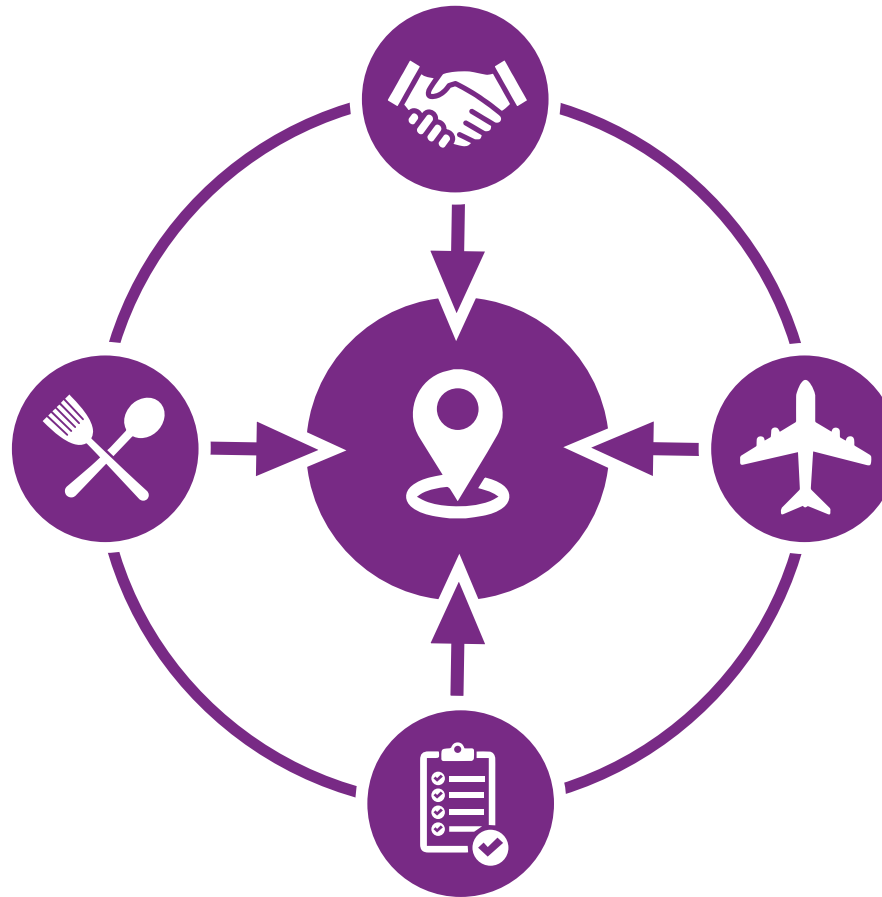


## Love to Travel

**3** vacations per year

**86%** stayed in a hotel

**5.9** nights away per trip





## 2022 EDITORIAL CALENDAR

March | April—Springtime  
Materials Due 11/15 | On Sale 2/8

May | June—Family  
Materials Due 1/11 | On Sale 4/5

July | Aug—British  
Materials Due 3/14 | On Sale 6/7

Sept | Oct—Harvest  
Materials Due 5/24 | On Sale 8/16

Nov | Dec—Holidays  
Materials Due 7/19 | On Sale 10/11

Jan | Feb 2023 Love  
Materials Due 9/27 | On Sale 12/20

In addition to regular issues, *TeaTime* offers special-issue publications, including *French Teatime* and *Teatime Holidays*.

# TeaTime



Award-winning *TeaTime* magazine boasts an engaged readership who are enchanted by the many aspects of tea culture. Reading each bimonthly issue cover to cover (including advertisements), our loyal readers soak in our educational articles and informative columns, find inspiration in our lovely table settings and bespoke menus for afternoon tea, and relish the expert tea pairings we provide.

Effective with our March/April 2021 issue, the page count of the magazine increased from 68 to 96 plus covers for a total of 100 pages. Readers tell us they are excited that we are able to showcase our beautiful full-color photography in those additional pages by expanding and enhancing many of our regular features. Contributing editors Jane Pettigrew, James Norwood Pratt, and Bruce Richardson as well as our own talented staff and other gifted writers continue to provide must-read content for tea lovers.

The March/April 2022 issue will welcome springtime. Family celebrations, such as Mother's Day and Father's Day, will be the focus of the May/June issue, while our July/August issue will be properly steeped in all things British. The hues and flavors of autumn will permeate our September/October issue, and we will celebrate the holidays with a variety of afternoon teas and our annual gift guide in our November/December issue. To ring in 2023, our January/February issue will toast love and friendship.

I look forward to welcoming you to the pages of *TeaTime* in 2022 as we celebrate the wonderful world of tea together.

Cheers,

Lorna Reeves, Editor





# PRINT MARKETING

**TeaTime** allows enthusiasts to slow down, unplug, and escape with their favorite cup of tea. 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 tea pairings, 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** \$8,400

**Spread** \$7,000

**Cover 4** \$5,500

**Full Page** \$4,000

**2/3 Page** \$3,200

**1/2 Page** \$2,600

**1/3 Page** \$2,000

**1/4 Page** \$1,550

## 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.







## ***TEATIME* DELIGHTS**

The editors of *TeaTime* 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 *TeaTime* 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 **\$550**     SIZE **1/4 page**

RATE **\$990**     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

## Lynn Cahoon Serves Up a Captivating Read with *Two Wicked Desserts*

Read On...



Lynn Cahoon's debut novel, *Two Wicked Desserts*, is a heartwarming story of a woman who finds love and redemption in the most unexpected places. The book is a perfect blend of mystery and romance, and it's a must-read for anyone who loves a good story.

Author Lynn Cahoon is a professional writer and editor who has written for several years. She is a member of the Society of Professional Writers and the National Writers Guild. She is also a frequent speaker at writing conferences and workshops.

For more information about the book, visit the author's website at [lynncahoon.com](http://www.lynncahoon.com).

### Product Description

Make a Wicked Dessert

Supplies

10 cups (2 quarts) water

1/2 cup green tea bags

1/2 cup brown sugar

1 cup milk

1 cup heavy cream

1/2 cup vanilla extract

1/2 cup cinnamon

1/2 cup nutmeg

1/2 cup all-purpose flour

1/2 cup baking powder

1/2 cup salt

1/2 cup butter

1/2 cup sugar

1/2 cup vanilla

1/2 cup cinnamon

1/2 cup nutmeg

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1/2 cup cinnamon

1/2 cup nutmeg

1/2 cup all-purpose flour

1/2 cup baking powder

1/2 cup salt

1/2 cup butter

1/2 cup sugar



### About the Author

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In partnership with The Tea Shoppe



## Browse The Tea Shoppe's Sumptuous Selections

As the weather cools down, warm up your tea kettle and steep some fall favorites from The Tea Shoppe! Cozy up with a teacup of Autumn Mist Green or Sleepy Hollow Pumpkin Chai and feel a sense of peace and tranquility during harvest season.

SHOP NOW

[ E-NEWSLETTER AD ]

# DIGITAL MARKETING

Written by the editors of **TeaTime**, 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 ]



# 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



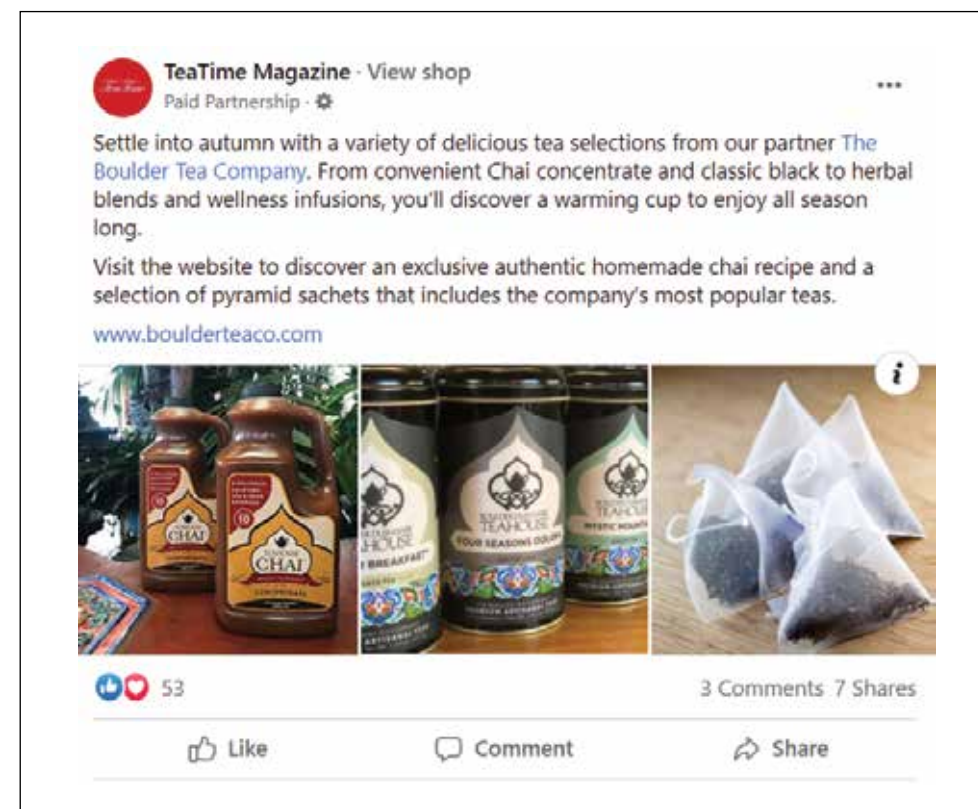
[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ PINTEREST ]



[ FACEBOOK ]



# 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/>

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## 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

**Samantha Sullivan**, [ssullivan@hoffmanmedia.com](mailto:ssullivan@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](mailto:aportante@hoffmanmedia.com).

### For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should

be directed to **Lindsay Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).



# ADVERTISING CONTACTS

**Mary-Evelyn Dalton, Regional Advertising Director**

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**Kathy Gross, Regional Advertising Director**

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**Christy Chachere Lohmann, Account Manager**

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**Janet Tipton, Regional Advertising Director**

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**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.

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### **SIGNATURE TEATIME EVENTS**

- Large gatherings hosted in enchanting stateside destinations
- More intimate international sojourns

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.

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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 that captures 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](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)



## 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 *TeaTime*.

## 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