

Tea Time

2023 MEDIA KIT

CELEBRATING 20 YEARS!

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 256,776

E-Newsletter Subscribers 35,293

Average Email Open Rate 52.24%

Social   

Total Following 225,257

Facebook 77,298

Instagram 118,368

Pinterest 29,591



Sources - Print: Publisher's 2022 Statement of Ownership; Digital and Social: Google Analytics, as of September 2022.



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[®] 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

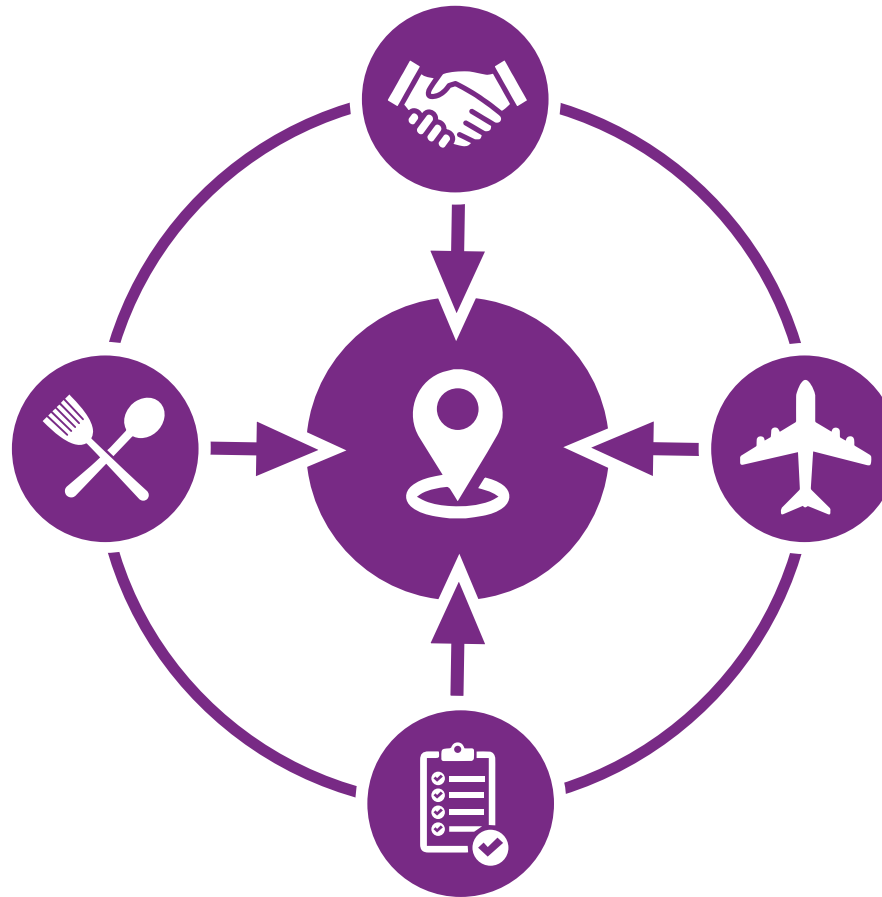


Love to Travel

3 vacations per year

86% stayed in a hotel

5.9 nights away per trip





2023 EDITORIAL CALENDAR

March | April—Springtime
Materials Due 11/18 | On Sale 2/7

May | June—Annual British
 Issue
Materials Due 2/6 | On Sale 4/4

July | Aug—Summertime
Materials Due 4/4 | On Sale 6/6

Sept | Oct—Harvest
Materials Due 6/15 | On Sale 8/15

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

Jan | Feb 2024
 Love & Friendship
Materials Due 10/18 | On Sale 12/19

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

TeaTime



Award-winning *TeaTime* magazine, which will mark 20 years of publication in 2023, boasts an engaged readership who are enchanted by the many aspects of tea culture. Reading each 100-page bimonthly issue cover to cover (including advertisements), our loyal readers soak in our educational articles and informative columns from contributing editors Jane Pettigrew, James Norwood Pratt, and Bruce Richardson as well as our own talented staff and other gifted writers. Full-color photography of our lovely table settings, bespoke menus for afternoon

tea, and expert tea pairings inspires and equips those who enjoy hosting their own tea parties.

The March/April 2023 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 commemorate the holidays with an array of afternoon teas and our annual gift guide in our November/December issue. To ring in 2024 with a proper cup of tea, our January/February issue will toast love and friendship as well as National Hot Tea Month.

I look forward to welcoming you to the pages of *TeaTime* in 2023 as we celebrate the wonderful world of tea together and our own milestone anniversary.

Cheers,

Lorna Reeves, Editor



PRINT ADVERTISING

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 \$8,820

Spread \$7,350

Cover 4 \$5,775

Full Page \$4,200

2/3 Page \$3,360

1/2 Page \$2,730

1/3 Page \$2,100

1/4 Page \$1,628

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.

Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE \$578	SIZE 1/4 page
RATE \$1,040	SIZE 1/2 page

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

DIGITAL ADVERTISING

Written by the editors of **TeaTime**, 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

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

For information on special digital projects, please contact
advertising@hoffmanmedia.com.

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.





STORYMAKER

Throughout the past 40 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

Book Publishing

Test Kitchen Partnerships

Recipe Development

Food and Prop Styling

Photography

Videography

Events

Co-Op Partnerships

Catalog Development



SUBMITTED ARTWORK

For submitting Print Advertising:

For print ad creative 10MB or less, send directly to

Jacob Carey, jcarey@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 more information about advertising or custom content projects with *Tea Time* or teatime.com, please contact:

Phone: 888-411-8995

Email: advertising@hoffmanmedia.com