

A detailed photograph of a tea set on a white tablecloth. In the foreground, a silver-plated tray with a floral pattern holds a stack of eight golden-brown scones. To the left of the scones are two silver-plated cups filled with white cream; the one in front is topped with a dollop of butter. Behind the cups is a large, ornate silver-plated teapot with a floral band and a gold handle. In the background, a vase of pink carnations and a small green egg are visible.

# Tea Time

2023 MEDIA KIT

CELEBRATING 20 YEARS!



# TeaTime

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







## 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

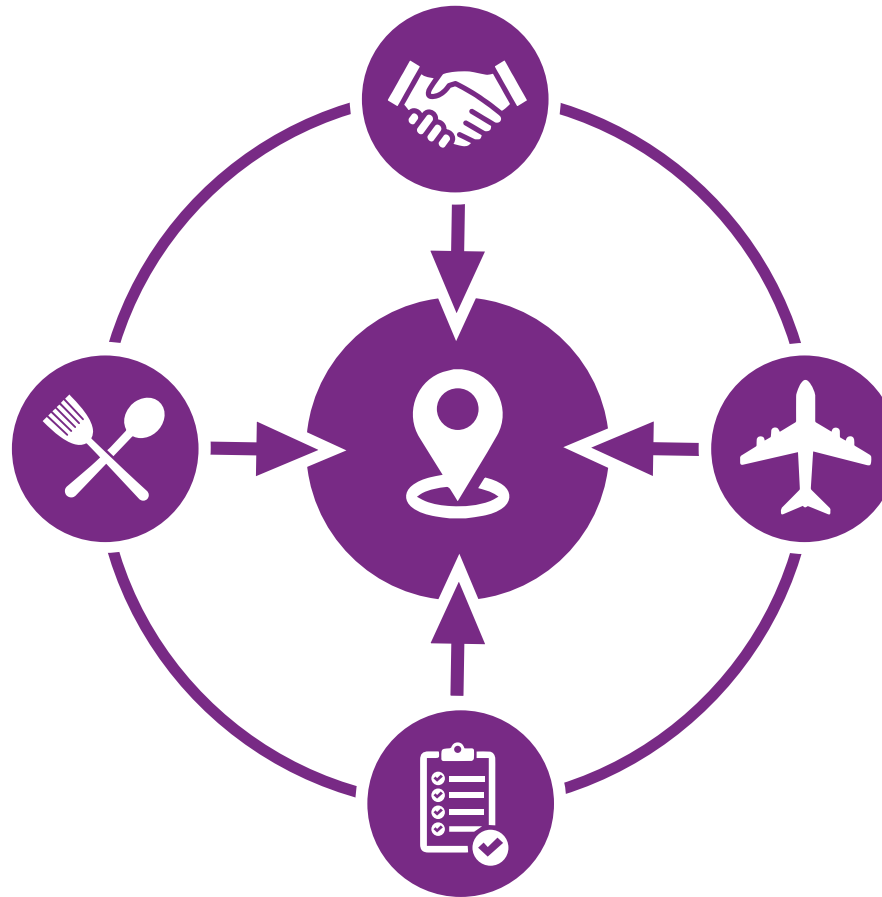


## Love to Travel

**3** vacations per year

**86%** stayed in a hotel

**5.9** nights away per trip





## 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 *The Best of*  
*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. Our May/June issue will be properly steeped in all things British in celebration of the coronation of King Charles, while our July/August issue will pay homage to the beauty of summertime. 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.

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

Extend your reach with digital and social media placements.

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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.

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## 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](mailto: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](mailto: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](mailto:aportante@hoffmanmedia.com).**

**For more information about advertising or custom content projects with *TeaTime* or [teatimemagazine.com](http://teatimemagazine.com), please contact:**

Phone: 888-411-8995

Email: [advertising@hoffmanmedia.com](mailto:advertising@hoffmanmedia.com)