



*the*  
**cottage**  
*journal*  
2023 MEDIA KIT

 **hoffmanmedia**



The Cottage Journal offers an inspirational collection of charming homes and gardens that celebrates a lifestyle defined by an appreciation of quality over quantity, a pride of place, and living large while leaving a smaller footprint.



## OVERVIEW

Print

**Total Distribution** 190,000

**Frequency** 5x

Digital

**Average Monthly Page Views** 148,806

**E-Newsletter Subscribers** 52,007

**Average Email Open Rate** 51.57%

Social   

**Total Following** 596,230

**Facebook** 96,164

**Instagram** 446,014

**Pinterest** 54,052





## AUDIENCE



[ OWN THEIR HOME ]

94.3%



[ FEMALE ]

96.9%



[ AVERAGE AGE ]

62.1 Years



[ MARRIED ]

77.7%



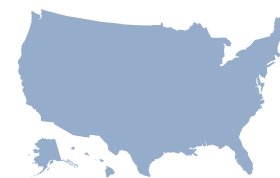
[ RETIRED ]

69.1%



[ AVERAGE HHI ]

\$139,000



SOUTH 40%

WEST 19%

MIDWEST 26%

NORTHEAST 25%

# the cottage<sup>®</sup> journal READER STATISTICS



**93%** have taken an action as a result of reading the publication



## Loyal and Engaged

**88%** say it's their favorite magazine/top 3

**87%** save the magazine for future reference

**40%** visited an advertiser's website



## In the Home

**98%** gain inspiration from magazines when decorating or remodeling

**85%** decorated their home in the past 12 months

**85%** are willing to pay more for quality products



## Hobbies and Activities

**82%** read for pleasure

**81%** are gardening

**62%** participated in outdoor activities in the last 12 months



## Love to Travel

**2.4** vacations per year

**76%** stayed in a hotel

**6.2** nights away per trip



## 2023 EDITORIAL CALENDAR

Spring

Materials Due 11/10 | On Sale 2/7

Summer

Materials Due 2/2 | On Sale 4/11

Autumn

Materials Due 5/4 | On Sale 7/11

Christmas

Materials Due 9/1 | On Sale 10/31

Winter 2024

Materials Due 10/13 | On Sale 12/12

In addition to regular issues, *The Cottage Journal* offers special-issue publications, including *Country Cottage*, *French Cottage*, *Vintage Cottage*, *Holiday Home*, *Country Cottage Christmas*, and *Southern Cottage*.



Inspiration abounds in the pages of *The Cottage Journal* magazine, with welcoming cottages distinguished by uniquely clever designs from across the United States and Canada. With the beauty of the changing seasons as our guide, every issue offers inviting cottage-style home tours filled with fresh decorating ideas that range from contemporary to traditional. We'll cover everything from charming exteriors and landscapes to cozy living areas and dining ideas—and provide you with a collection of easy décor tips for relaxed living at home.

Comfortable rooms full of personal style are at the heart of every issue. From stylish neighborhoods to country farmhouses, we'll highlight a wide range of cottage-style abodes. Our featured homeowners and interior designers graciously welcome us into their beautiful spaces, thoughtfully layered with pieces that tell a story.

In addition to our stunning home tours, each of our seasonal issues focuses on the special details that make your house a home, including creative tablescapes and entertaining spaces both inside and out. Meanwhile, the lure of Mother Nature is at the center of our garden features. Varying from sweet windowsill arrangements to delightfully wild cottage gardens, the gorgeous photography filled with colorful offerings is sure to inspire. Each issue also highlights unique artists and artisans from across the country who share their creative talents making home-related goods.

Whether your style leans more rustic and eclectic or elegant and traditional, we've got something just for you! Our pages are filled with indoor and outdoor ideas for warm, relaxed spaces that are both beautiful and practical. And we hope to offer inspiration for new ways to decorate with and display heirloom antiques and vintage keepsakes. Most of all, we hope *The Cottage Journal* reminds you that the best thing about your home is the people you share it with. A passion for home dwells within our pages, and we hope you enjoy!

Sincerely,



Editor, *The Cottage Journal*



# PRINT ADVERTISING

*The Cottage Journal* was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands 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** \$21,168

**Spread** \$17,640

**Cover 4** \$13,860

**Full Page** \$10,080

**2/3 Page** \$8,064

**1/2 Page** \$6,552

**1/3 Page** \$5,040

**1/4 Page** \$3,906

## 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.

## 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"





## ***THE COTTAGE JOURNAL*** **STYLE CORNER**

The editors of *The Cottage Journal* have launched a special marketplace section to answer the most common 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 *The Cottage Journal* 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 **\$945**    SIZE **1/4 page**  
RATE **\$1,701**    SIZE **1/2 page**

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 *The Cottage Journal*, 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

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

## 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 [sales@hoffmanmedia.com](mailto:sales@hoffmanmedia.com).







# 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/>

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## OPPORTUNITIES

- |                           |                     |
|---------------------------|---------------------|
| Advertorial Content       | Photography         |
| Book Publishing           | Videography         |
| Test Kitchen Partnerships | Events              |
| Recipe Development        | Co-Op Partnerships  |
| Food and Prop Styling     | Catalog Development |



## **SUBMITTED ARTWORK**

### **For submitting Print Advertising:**

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, [klewis@hoffmanmedia.com](mailto:klewis@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 *The Cottage Journal* or [thecottagejournal.com](http://thecottagejournal.com), please contact:**

Phone: 888-411-8995

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