

# LOUISIANA COOKIN'

Authentic Cajun & Creole Cuisine

2023 MEDIA KIT





# 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** 302,555

**E-Newsletter Subscribers** 28,305

**Average Email Open Rate** 48.60%

Social   

**Total Following** 448,479

**Facebook** 346,820

**Instagram** 74,195

**Pinterest** 27,464



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





## 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





## 2023 EDITORIAL CALENDAR

March | April—Crawfish

**Materials Due 11/23/22**

**On Sale 2/7/23**

May | June—Louisiana 31 Food  
& Travel Awards

**Materials Due 2/14/23**

**On Sale 4/18/23**

July | Aug—Eat Local

**Materials Due 4/18/23**

**On Sale 6/27/23**

Sept | Oct—Chefs to Watch

**Materials Due 6/2/23**

**On Sale 8/22/23**

Nov | Dec—Cajun/Creole  
Christmas

**Materials Due 8/8/23**

**On Sale 10/10/23**

Jan | Feb 2024

Mardi Gras

**Materials Due 10/24/23**

**On Sale 12/26/23**

LOUISIANA  
**cookin'**  
Authentic Cajun & Creole Cuisine



*L*ouisiana Cookin' celebrates the cuisine and culture that make the Bayou State 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 features 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. The 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 introducing you to our readers!

Sincerely,

*Daniel*

Daniel Schumacher

Editorial Director, *Louisiana Cookin'*





# PRINT ADVERTISING

**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** \$6,174

**Spread** \$5,292

**Cover 4** \$4,410

**Full Page** \$3,528

**2/3 Page** \$2,520

**1/2 Page** \$2,016

**1/3 Page** \$1,638

**1/4 Page** \$1,260

## 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.

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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 **\$525**     SIZE **1/4 page**

RATE **\$945**     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 ***Louisiana Cookin'***, 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 ***sales@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	Photography
Book Publishing	Videography
Test Kitchen Partnerships	Events
Recipe Development	Co-Op Partnerships
Food and Prop Styling	Catalog Development

*Pricing and custom program proposals available upon request.*





## SUBMITTED ARTWORK

### For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, [kewis@hoffmanmedia.com](mailto: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](mailto:aportante@hoffmanmedia.com).

**For more information about advertising or custom content projects with *Louisiana Cookin'* or [louisianacookin.com](http://louisianacookin.com), please contact:**

Phone: 888-411-8995

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