



cooking with  
**Paula**<sup>DEEN</sup>  
2023 MEDIA KIT







## OVERVIEW

Print

**Total Distribution** 112,000

**Frequency** 7x

Digital

**Average Monthly Unique Visitors** 125,012

**E-Newsletter Subscribers** 72,276



*Cooking with Paula Deen* invites readers into Paula Deen's home to experience what she holds dear: family, friends, and delicious Southern food. We embrace and celebrate traditional values and less-complicated times, when love and caring were shared over comforting food and conversation.

Sources - Print: Publisher's 2022 Statement of Ownership; Digital and Social: Google Analytics, January 2023.



## AUDIENCE



[ OWN THEIR HOME ]

93.9%



[ FEMALE ]

94.8%



[ AVERAGE AGE ]

62.4 Years



[ MARRIED ]

73.1%



[ RETIRED ]

73.2%



[ AVERAGE HHI ]

\$118,100



**SOUTH 56%**

**WEST 12%**

**MIDWEST 21%**

**NORTHEAST 11%**





**96%** have taken an action as a result of reading the publication



### Loyal and Engaged

**94%** are considered regular readers (read 3 of the last 4 issues)

**89%** cut out or used a recipe in the last 12 months

**80%** save the magazine for future reference

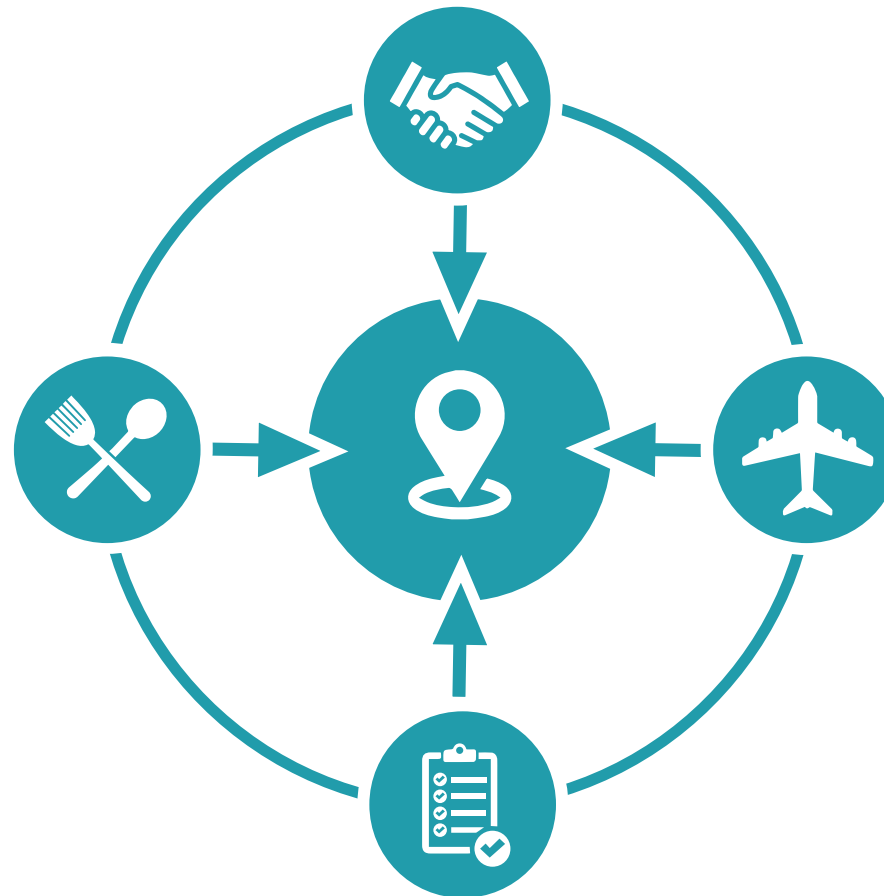


### In the Kitchen

**98%** are willing to pay more for quality ingredients

**95%** consider themselves knowledgeable about brands of products used for cooking and baking

**89%** are asked advice about cooking and baking techniques



### Hobbies and Activities

**73%** read for pleasure

**68%** are gardening

**54%** have attended a farmers' market in past 12 months



### Love to Travel

**2.4** vacations per year

**86%** stayed in a hotel

**80.2%** vacationed with a spouse or partner

**6.7** nights away per trip



## 2023 EDITORIAL CALENDAR

MarApr—Spring Vegetables;  
Easter Brunch

**Materials Due 11/18 | On Sale 2/7**

MayJune—Potluck Sides;  
Banana Pudding

**Materials Due 1/18 | On Sale 4/4**

JulyAug—Barbecue and Grilling;  
Fruit Cobblers

**Materials Due 3/21 | On Sale 6/6**

SeptOct—Fall Alfresco Feast;  
Tailgating Essentials; Seasonal  
Breads

**Materials Due 6/8 | On Sale 8/8**

NovDec—Cranberries; Holiday  
Desserts; Breakfast Breads

**Materials Due 9/6 | On Sale 11/7**

JanFeb 2024 Upside-Down  
Cakes; Winter Greens

**Materials Due 10/24/23 | On Sale  
12/19/23**

cooking with  
**Paula** DEEN



For many years, I've been blessed to share a piece of my heart and soul through the pages of *Cooking with Paula Deen*. I truly believe that food has a way of bringing people together, and this magazine is a testament to that. It welcomes readers into my home to experience what I hold most dear: family, friends, and delicious Southern food.

In every issue of *Cooking with Paula Deen*, you can expect to find family-friendly recipes that are both delicious and approachable. I always include five easy and accessible meals with time-saving tips and

a shopping list to help get you through those busy weeknights. I also make use of my handy-dandy air fryer, humble slow cooker, and my trusty cast-iron skillet and Dutch ovens to create delicious dishes that I know your family will gobble up. Y'all know I love my sweet sons, Bobby and Jamie, so of course, they're part of each issue, sharing useful recipes and dinnertime tips that work well for their growing families. No matter which column or feature you turn to, tasty, seasonal dishes are sure to follow.

I always prioritize spending quality time with my loved ones and making memories over comforting food and conversation. All of my recipes are straight from the heart, so my hope is that every issue of *Cooking with Paula Deen* magazine inspires you to keep you and your family full, healthy, and happy.

Love and Best Dishes,

*Paula*



## PRINT ADVERTISING

The success of ***Cooking with Paula Deen*** is due to a loyal, trusting readership who are 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** \$11,466

**Spread** \$9,555

**Cover 4** \$7,508

**Full Page** \$5,460

**2/3 Page** \$4,368

**1/2 Page** \$3,549

**1/3 Page** \$2,730

**1/4 Page** \$2,116

### 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 (H)** 2.9375" x 10.75"  
(bleed only)

**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.



Frequency pricing and custom-program proposals available upon request. All rates are net.





## MARKETPLACE

The editors of *Cooking with Paula Deen* 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 *Cooking with Paula Deen* 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 <b>\$709</b>	SIZE <b>1/4 page</b>
RATE <b>\$1,276</b>	SIZE <b>1/2 page</b>

Extend your reach with digital and social media placements.

---

Discounts available with purchase of a full year.

# DIGITAL ENGAGEMENT

Written by the editors of ***Cooking with Paula Deen***, 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 placements timed to complement your internal marketing.

---

## ADVERTISING OPPORTUNITIES

### 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

### Sponsored E-Newsletter

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

*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**, [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 *Cooking with Paula Deen* or [cookingwithpauladeen.com](http://cookingwithpauladeen.com), please contact:**

Phone: 888-411-8995

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