

# Victoria

2023 MEDIA KIT







*Victoria* is a magazine celebrating a gracious lifestyle with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations.



## OVERVIEW

Print

**Total Distribution** 205,000

**Frequency** 7x

Digital

**Average Monthly Unique Visitors** 153,777

**E-Newsletter Subscribers** 71,919

Social   

**Total Following** 491,068

**Facebook** 178,993

**Instagram** 246,562

**Pinterest** 65,513



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





## AUDIENCE



[ OWN THEIR HOME ]

82.9%



[ FEMALE ]

97.1%



[ AVERAGE AGE ]

62.4 Years



[ MARRIED ]

51.8%



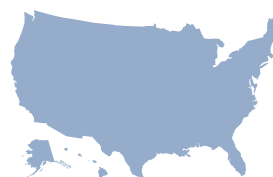
[ RETIRED ]

70.3%



[ AVERAGE HHI ]

\$139,000



**SOUTH 31%**

**WEST 27%**

**MIDWEST 21%**

**NORTHEAST 21%**



## READER STATISTICS



**94%** of *Victoria* readers have taken action as a result of reading the publication



### Loyal and Engaged

**97%** have read 3/4 issues

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

**18 years** (on average) reading the publication

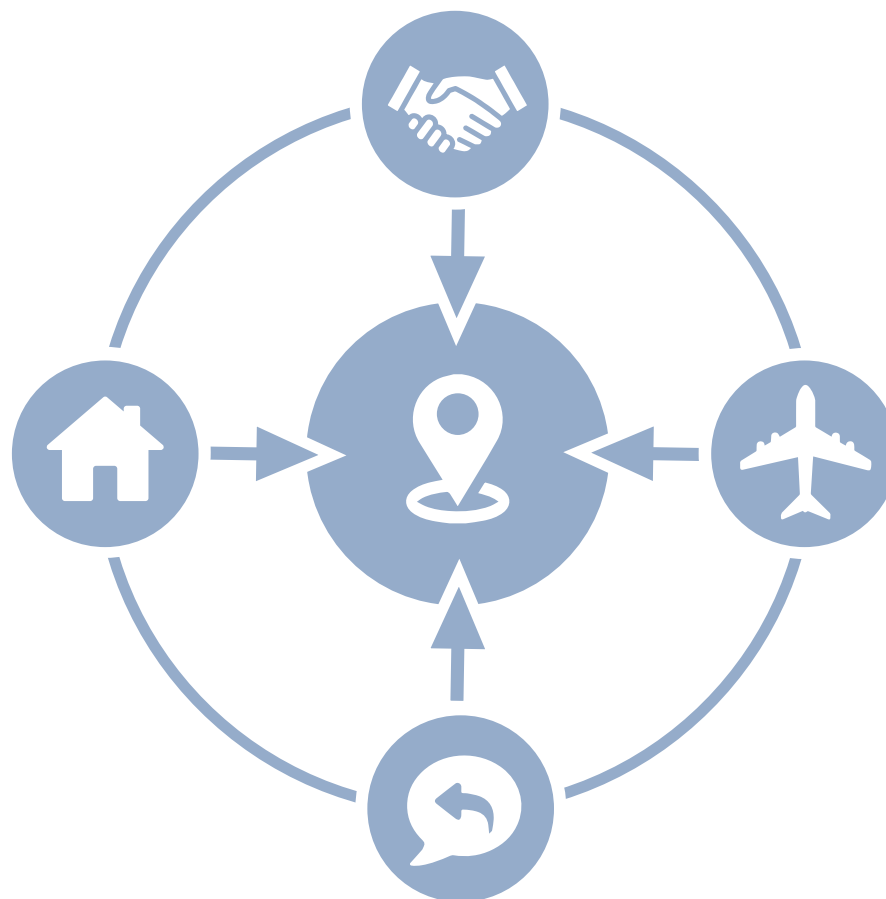


### In the Home

**88%** are willing to pay more for quality products and ingredients

**70%** decorate their home

**67%** shop for antiques



### Responsive

**66.4%** purchased jewelry in the last 12 months

**54%** are participating in outdoor activities

**41%** have visited an advertiser's website



### Love to Travel

**2.1** vacations per year

**82%** stayed in a hotel

**6** nights average stay in hotel



## 2023 EDITORIAL CALENDAR

March | April—Spring

**Materials Due 11/15 | On Sale 2/7**

May | June—French

**Materials Due 1/24 | On Sale 4/4**

July | Aug—Summer & Antiques

**Materials Due 3/22 | On Sale 5/23**

Sept | Oct—Great Britain & Autumn

**Materials Due 5/15 | On Sale 8/15**

Nov | Dec—Holidays

**Materials Due 9/5 | On Sale 10/31**

Jan | Feb 2024

Entrepreneur

**Materials Due 9/26 | On Sale 12/5**

In addition to regular issues, *Victoria* offers special-issue publications, including *English Cottage*, *Fall Baking*, *Flowers & Gardens*, *French Cottage*, *Autumn Bliss*, *Holiday Bliss*, & *Tea Pleasures*.

# Victoria



*Victoria* evokes a thoughtful spirit of loveliness—one that delights in the beauty of everyday living and allows our audience to retreat in serenity to restore the soul. Those who are captivated by the brand become loyal subscribers, citing *Victoria* as their favorite publication, with a responsive interest to both editorial content and advertisements.

Beginning the new year with the perennially popular winter issue, January/February features an inspiring selection of entrepreneurial women who turned passions into profits. A splendid ode to spring, March/April brims with airy interiors and Irish landmarks. May/June offers an escape into the dreamy milieu of French style, and the radiance of Italy shines forth from the July/August issue, a tribute to summer's most anticipated delights. September is a journey into the heart of England, where dreamy destinations await exploration. The prismatic beauty of autumn reaches its pinnacle in our October/November issue, and the joy of Christmas glows within every page of December.

Each issue contains a variety of columns, including Touring, Cooking & Entertaining, Hotels We Love, and many more. Among the most popular is the multipage Favorite Things, in which a dazzling array of products draws upon readers' enthusiasm for discovering new vendors for home, table, and wardrobe. Well-known writers Sally Clarkson and Sarah Clarkson, also mother and daughter, continue their legacy of beauty as our Writers-in-Residence, and Jenny Bohannon, the influencer behind *Tallwood Country House*, brings her signature style to the role of Artist-in-Residence.

The year 2023 promises a bounty of inspiration, and I look forward to welcoming you to the pages and audience of *Victoria*!

Warmly,

*Melissa Rester*

Editor, *Victoria*





# PRINT ADVERTISING

**Victoria** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

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** \$23,814

**Spread** \$19,845

**Cover 4** \$19,793

**Full Page** \$11,340

**2/3 Page** \$9,072

**1/2 Page** \$7,371

**1/3 Page** \$5,670

**1/4 Page** \$4,394

## 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 (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"





## ***VICTORIA* EMPORIUM**

The editors of *Victoria* 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 *Victoria* 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>\$893</b>	SIZE <b>1/4 page</b>
RATE <b>\$1,607</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 ENGAGEMENT

Written by the editors of **Victoria**, 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 OPPORTUNITIES

### 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/>

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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

*Pricing and custom program proposals available upon request.*



## SUBMITTED ARTWORK

### For submitting Print Advertising:

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

**Samantha Sullivan**, [ssullivan@hoffmanmedia.com](mailto:ssullivan@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 *Victoria* or [victoriamag.com](http://victoriamag.com), please contact:**

Phone: 888-411-8995

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