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.
THE COTTAGE JOURNAL AUDIENCE

OWN THEIR HOME 94.3%

FEMALE 96.9%

AVERAGE AGE 62 years

MARRIED 77.7%

AVERAGE HOUSEHOLD INCOME $139k

AVERAGE HOME VALUE $442k

SOURCE: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study

SOUTH 40%
WEST 18%
MIDWEST 26%
NORTHEAST 25%
Offering an invitation to the accessible elegance of cozy, everyday design, The Cottage Journal welcomes readers into beautiful homes, lavish gardens, and curated shops from every region of the country. Spanning a wide range of personalized spins on classic cottage charm—from European-inspired abodes to rustic country farmhouses—each space offers unique inspiration to be gleaned and comforting warmth to be enjoyed, all while providing readers with the resources to craft their own haven at home.

The theme for each issue is seasonal home décor.

**SPRING:** The season of new life brings with it a plethora of possibilities for refreshing any home’s style—both inside and out. Embrace spring’s allure with sweet new shades in the garden and interiors that echo the newfound cheerfulness of the outdoors. With each page bursting with fresh style ideas, this beautiful issue is a breath of fresh air for readers craving new inspiration.

**SUMMER:** Grab a cold drink and head outside to enjoy the sunny days of summer! Coastal cottages brimming with beach-inspired décor, Southern porches perfect for welcoming guests, and outdoor spaces that make beating the heat feel like a breeze—these are just a few of the scenes you’re likely to find in this issue.

**AUTUMN:** From changing leaves and steaming cups of cider to blanket-laden reading nooks, all of fall’s most iconic scenes can be found within the pages of this stunning issue. Learn to decorate your front door with the season’s rich bounty or gain inspiration for an unforgettable Thanksgiving table, all while enjoying the coziest homes throughout the country.

**CHRISTMAS/WINTER:** Nothing brings more magic than the approach of the holiday season, and this issue follows suit with sparkling lights and festive spaces galore. With a chill in the air and a dusting of snow on its way, retreat inside and curl up with all the coziness cottage style has to offer. Lush greenery and personalized style ideas are necessities in homes from coast to coast, and glittering trees pair perfectly with inviting fire sides for a seasonal experience that will leave readers with a warm glow and lasting inspiration.

**EDITORIAL MIX**

**SECTIONS IN EACH ISSUE**

**FEATHER YOUR NEST**
 Discover the latest in décor trends and find guidance for your design journey with the inspiration in this section of The Cottage Journal. Treasured collections, curated shops, and editors’ favorite finds accompany style tips crafted to set readers on a path to design success.

**HOME SWEET HOME**
 From charming bungalows to quaint country farmhouses, this curated collection of both newly built and renovated homes places an emphasis on stand-out cottage style. Follow along with homeowners and designers alike as they share their stories of transformation and demonstrate what makes cottage style so personal.

**COTTAGE KITCHEN**
 The heart of the home shines in this section focusing on the abundant charms of cottage-style kitchens. Delightfully redesigned spaces, enchanting tablescapes, and helpful hosting tips are a few of the tantalizing treats that you’ll find within these pages.

**GARDEN PLEASURES**
 Take a stroll down a winding path lined with hydrangeas or rest on a bench nestled among the roses and see why cottage gardens are unparalleled in charm and romance. Waterside landscapes, antiques-filled greenhouses, and flower farms bursting with blooms cultivate the joys of the garden and illustrate practical advice geared toward gardeners of all skill levels.

**ARTISTS & ARTISANS**
 Lovingly handcrafted by creators from across the country, the artwork showcased in this section is carefully selected to help you add a meaningful touch to your cottage. Connect with artists from a variety of backgrounds who paint, sculpt, carve, and sew their passions into one-of-a-kind décor and home goods to be cherished for decades to come.

**TRAVEL**
 When it’s time to get away from the everyday, find your perfect cottage-style retreat and plan a trip you’ll always remember. Whether you’re looking for a luxury resort with all the amenities or a charming inn nestled in a historic seaside town, each of the destinations featured here is selected to offer the whole family ample opportunities for enjoying great food, fun shopping, and plenty of new memories.
### Reader Insights

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Save the magazine for future reference</td>
<td>87%</td>
</tr>
<tr>
<td>Visited an advertiser's website</td>
<td>40%</td>
</tr>
<tr>
<td>Read for pleasure</td>
<td>82%</td>
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<tr>
<td>Are gardening</td>
<td>81%</td>
</tr>
<tr>
<td>Participated in outdoor activities in the last 12 months</td>
<td>62%</td>
</tr>
<tr>
<td>Gained inspiration from magazines when decorating or remodeling</td>
<td>98%</td>
</tr>
<tr>
<td>Decorated their home in the past 12 months</td>
<td>85%</td>
</tr>
<tr>
<td>Are willing to pay more for quality products</td>
<td>85%</td>
</tr>
</tbody>
</table>

*Source: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study*
2024 EDITORIAL CALENDAR

**Spring**
• BLUE KITCHEN
• SPRING YELLOWS
• GARDEN PICNIC
• MACKINAC ISLAND, MICHIGAN
  Materials Due 11/21/23
  On Sale 1/23/24

**Summer**
• ENTERTAINING IN LAVENDER
• STRAWBERRY TABLESCAPES
• SUMMER GARDEN
• LAKE GENEVA, WISCONSIN
  Materials Due 2/6/24
  On Sale 4/9/24

**Autumn**
• AUTUMN COLOR
• BURNT ORANGE
• PORCH PUMPKINS
• TRAVEL TO SOUTHEAST NEW YORK
  Materials Due 5/7/24
  On Sale 7/9/24

**Christmas/Winter**
• HOLIDAY COLLECTIONS
• CHRISTMAS TABLESCAPES & WREATHS & DÉCOR
• WINTER TRAVEL
  Materials Due 8/30/24
  On Sale 11/5/24

In addition to regular issues, *The Cottage Journal* offers special issues, including:

- **Country Cottage**
- **French Cottage**
- **Vintage Cottage**
- **Cottage Retreats**
- **Holiday Home**
- **Country Cottage Christmas**
- **Southern Cottage**

*Calendar subject to change.*
PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front) ..... $21,168
SPREAD ........................................ $17,640
COVER 4 (Back Cover) ..... $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

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.

STYLE CORNER

The Cottage Journal’s marketplace section answers the most frequent question asked by readers: What are your favorite products?

This section appears in each issue and provides higher impact to our product partners and is designed to showcase the hidden gems that our readers are looking for!

Space 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

SUBMITTED ARTWORK

For print advertising, please contact Kimberly Lewis, klewis@hoffmanmedia.com, and for digital advertising, contact Jacob Carey, jcarey@hoffmanmedia.com.
Digital Opportunities

Sponsored Newsletters
Newsletter Ads
Newsletter Mentions
Web Ads
Blog Posts

Custom Social Campaigns
Programs can include Pinterest, Instagram, and Facebook.

Digital Audience Targeting
Reach The Cottage Journal audience with a customized digital program that targets our readers with your message during the 8+ hours a day they spend online.

*All pricing available upon request.

Audience Ad Specs
Max file size: 200KB

Acceptable file types:
.html .png .jpg .jpeg .gif .js .css

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.
When is the best time to plant peonies? For bare-root peonies, there are two great options. Plant them in early spring, once the ground is no longer frozen but before the summer heat arrives, or in late fall, approximately six weeks before the first freeze.

When should I plant bulbs? Tulip, allium, hyacinth, and Muscari bulbs should be planted mid to late October—just in time to tuck them in for the year and then wait for the spring blooms. We really love the fall planting mix, as you can plant into the ground or into decorative containers on the porch!

Expert Tip: The suggested time lines may vary depending on your growing zone.

Autumn Planting Guide from our expert friends at Red Twig Farms: Lindsey and Josh McCullough are the owners of Red Twig Farms, located in New Albany, Ohio. With 6 acres of full production, they are nationally known for quality peonies, tulips, dogwood and willow branches, ilex, and nursery stock for your cottage gardens.

For more information, visit redtwigfarms.com

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.

www.hoffmanmedia.com/storymaker/

OPPORTUNITIES
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- Videography
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