



PHOTO: CARMEL BRANTLEY

2024 MEDIA KIT

the
cottage
journal

 **hoffmanmedia**



PHOTO: LAUREN MILLER



Print

Total Distribution

178,000

Frequency 4x

Digital

Average Monthly

Page Views 76K

Social

f Facebook 117K

@ Instagram 455K

P Pinterest 64K

Total Following 636K

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.



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



THE COTTAGE JOURNAL **AUDIENCE**

OWN THEIR HOME

94.3%

AVERAGE
HOUSEHOLD
INCOME

\$139K

FEMALE

96.9%

AVERAGE HOME
VALUE

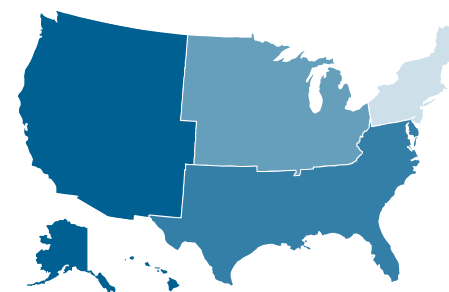
\$442K

AVERAGE AGE

62 years

MARRIED

77.7%



SOUTH 40%

WEST 18%

MIDWEST 26%

NORTHEAST 25%

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

EDITORIAL MIX

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 firesides for a seasonal experience that will leave readers with a warm glow and lasting inspiration.



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

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

87%

VISITED AN ADVERTISER'S
WEBSITE

40%

READ FOR PLEASURE

82%

ARE GARDENING

81%

PARTICIPATED IN
OUTDOOR ACTIVITIES
IN THE LAST 12 MONTHS

62%

GAIN INSPIRATION
FROM MAGAZINES
WHEN DECORATING
OR REMODELING

98%

DECORATED THEIR
HOME IN THE PAST
12 MONTHS

85%

ARE WILLING TO PAY
MORE FOR QUALITY
PRODUCTS

85%



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 |

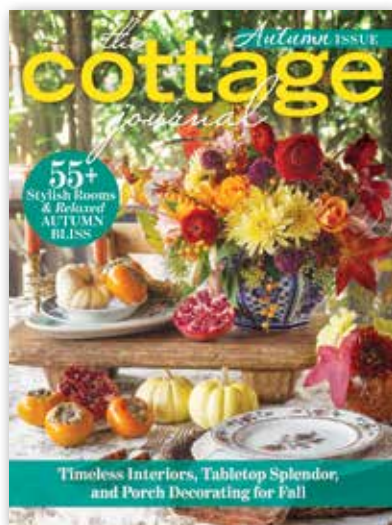
AD SPECS

| | |
|----------------------------|----------------------------------|
| 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**



PHOTO: SUE HAMILTON

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.

STORYMAKER

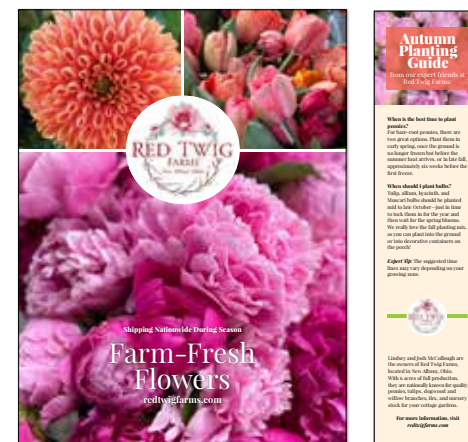
Throughout the past 40 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker 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.

www.hoffmanmedia.com/storymaker/

OPPORTUNITIES

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



Pricing and custom program proposals available upon request.