



2024 MEDIA KIT

LOUISIANA
cookin'
Authentic Cajun & Creole Cuisine

 **hoffmanmedia**



Print

Total Distribution
35,000

Frequency 6x


Digital

Average Monthly
Page Views 131K

Social

 **Facebook** 30K

 **Instagram** 75K

 **Pinterest** 29K

Total Following 134K

*L*ouisiana 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.



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



LOUISIANA COOKIN' AUDIENCE

OWN THEIR HOME

97.5%

AVERAGE HOUSEHOLD
INCOME

\$160.3k

FEMALE

71.7%

RETIRED

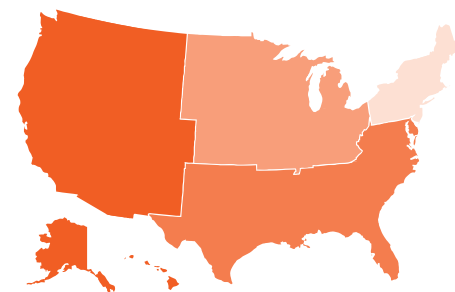
61.5%

AVERAGE AGE

61.3 years

MARRIED

66.1%



SOUTH 69%

WEST 11%

MIDWEST 12%

NORTHEAST 8%

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



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

CUT OUT OR USED
A RECIPE

94.1%

ARE CONSIDERED
REGULAR READERS

93%

SAY IT'S THEIR FAVORITE
MAGAZINE / TOP 3

91%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

86%

ARE WILLING TO PAY
MORE FOR QUALITY
INGREDIENTS

97%

COOK WITH CAST IRON

72%

EXPERT/ADVANCED
COOKING SKILLS

68%

WENT TO A FARMERS'
MARKET IN THE PAST
12 MONTHS

69%

ARE GARDENING

69%

ARE BARBECUING
OR USING A SMOKER

62.5%

WENT TO THE BEACH

43%



2024 EDITORIAL CALENDAR

January / February

- **MARDI GRAS**

Materials Due 10/24/23

On Sale 12/26/23

March / April

- **THE RICE ISSUE**

Materials Due 12/28/23

On Sale 2/27/24

May / June

- **THE FARMERS' MARKET ISSUE**

Materials Due 2/27/24

On Sale 4/23/24

July / August

- **ON THE WATER**

Materials Due 4/30/24

On Sale 6/25/24

September / October

- **GREAT OUTDOORS**

- **CHEFS TO WATCH**

Materials Due 6/25/24

On Sale 8/20/24

November / December

- **HOLIDAY TRADITIONS**

Materials Due 9/3/24

On Sale 10/29/24

**Calendar subject to change.*

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$6,174
SPREAD	\$5,292
COVER 4 (Back Cover).....	\$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

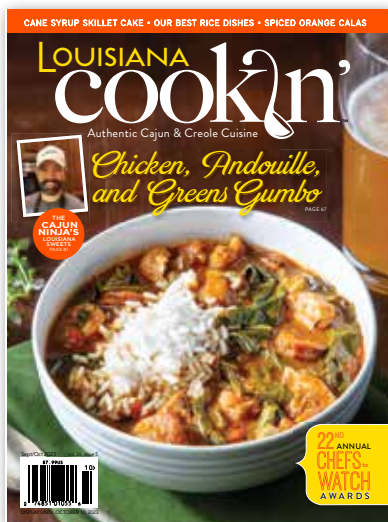
AD SPECS

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 (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.



MAKIN' GROCERIES MARKETPLACE

The *Louisiana Cookin'* 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 **\$525** SIZE **1/4 page**

RATE **\$945**..... 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 *Louisiana Cookin'* 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.