



2024 MEDIA KIT

cooking with  
**Paula** DEEN®

 **hoffmanmedia**



Print

**Total Distribution**

112,000

**Frequency** 6x

Digital

**Average Monthly**

**Page Views** 136K

*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 2023 Statement of Ownership;  
Digital and Social: Google Analytics, August 2023.





## **COOKING WITH PAULA DEEN AUDIENCE**

OWN THEIR HOME

**93.9%**

RETIRED

**73.2%**

FEMALE

**94.8%**

AVERAGE  
HOUSEHOLD  
INCOME

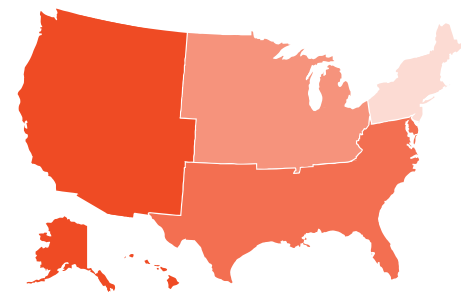
**\$118K**

AVERAGE AGE

**62.4 years**

MARRIED

**73.1%**



**SOUTH 56%**

**WEST 12%**

**MIDWEST 21%**

**NORTHEAST 11%**

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





## READER INSIGHTS

HAVE TAKEN AN ACTION  
AS A RESULT OF READING  
THE PUBLICATION

**96%**

ARE CONSIDERED  
REGULAR READERS

**94%**

CUT OUT OR USED A  
RECIPE IN THE LAST  
12 MONTHS

**89%**

SAVE THE MAGAZINE  
FOR FUTURE REFERENCE

**80%**

ARE WILLING TO PAY  
MORE FOR QUALITY  
INGREDIENTS

**98%**

CONSIDER THEMSELVES  
KNOWLEDGEABLE  
ABOUT PRODUCT  
BRANDS USED FOR  
COOKING AND BAKING

**95%**

ARE ASKED ADVICE  
ABOUT COOKING AND  
BAKING TECHNIQUES

**89%**

READ FOR PLEASURE

**73%**

ARE GARDENING

**68%**

HAVE ATTENDED A  
FARMERS' MARKET IN  
THE LAST 12 MONTHS

**54%**





# 2024 EDITORIAL CALENDAR

## *January / February*

Materials Due 10/24/23

On Sale 12/19/23

## *March / April*

Materials Due 11/28/23

On Sale 2/6/24

## *May / June*

Materials Due 2/13/24

On Sale 4/9/24

## *July / August*

Materials Due 4/23/24

On Sale 6/25/24

## *September / October*

Materials Due 7/2/24

On Sale 8/27/24

## *November / December*

Materials Due 8/20/24

On Sale 10/22/24

*\*Calendar subject to change.*



# PRINT ADVERTISING

## ADVERTISING RATES

<b>COVER 2</b> (Inside Front).....	\$11,466
<b>SPREAD</b> .....	\$9,555
<b>COVER 4</b> (Back Cover).....	\$7,508
<b>FULL PAGE</b> .....	\$5,460
<b>2/3 PAGE</b> .....	\$4,368
<b>1/2 PAGE</b> .....	\$3,549
<b>1/3 PAGE</b> .....	\$2,730
<b>1/4 PAGE</b> .....	\$2,116

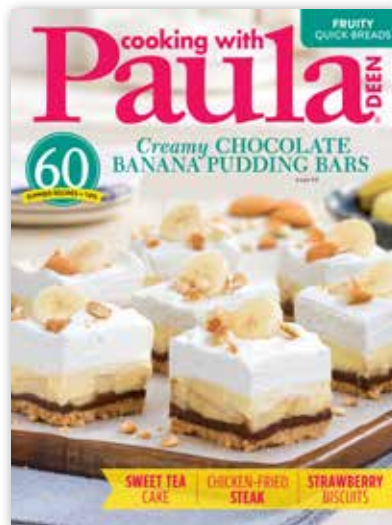
## AD SPECS

<b>TRIM SIZE</b> .....	7.875" x 10.5"
<b>FULL PAGE</b> .....	8.125" x 10.75" (bleed only)
<b>2/3 PAGE</b> .....	4.375" x 9.375"
<b>1/2 PAGE (H)</b> .....	6.875" x 4.625"
<b>1/3 PAGE (SQ)</b> .....	4.5" x 4.625"
<b>1/3 PAGE (H)</b> .....	2.9375" x 10.75" (bleed only)
<b>1/3 PAGE (V)</b> .....	2.1875" x 9.375"
<b>1/4 PAGE</b> .....	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.



# MARKETPLACE

*Cooking with Paula Deen'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 **\$709**.....SIZE **1/4 page**

RATE **\$1,276**..... SIZE **1/2 page**



# SUBMITTED ARTWORK

For print advertising, please contact **Kimberly Lewis**, [klewis@hoffmanmedia.com](mailto:klewis@hoffmanmedia.com), and for digital advertising, contact **Jacob Carey**, [jcarey@hoffmanmedia.com](mailto:jcarey@hoffmanmedia.com).





# DIGITAL OPPORTUNITIES

**Sponsored Newsletters**

**Newsletter Ads**

**Newsletter Mentions**

**Web Ads**

**Blog Posts**

**Digital Audience Targeting**

Reach the *Cooking with Paula Deen* 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/](http://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.*