



2024 MEDIA KIT

Tea Time

 **hoffmanmedia**



Print

Total Distribution

78,000

Frequency 6x

Digital

Average Monthly

Page Views 125K

Social

f Facebook 93K

@ Instagram 147K

📌 Pinterest 32K

Total Following 272K

Written by tea lovers, for tea lovers, *TeaTime* revels in the elegance, timelessness, and traditions of tea that enhance readers' lives. We focus on the beauty of the tea experience: the pleasure of tasting tea, the fellowship it builds, the setting, and the joy of hosting people.



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



TEATIME AUDIENCE

OWN THEIR HOME

85.5%

AVERAGE
HOUSEHOLD
INCOME

\$139k

FEMALE

98.6%

RETIRED

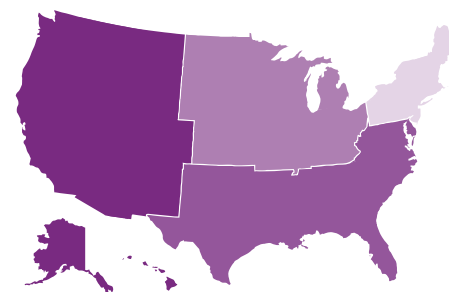
57.8%

AVERAGE AGE

60.5 years

MARRIED

62.7%



SOUTH 35%

WEST 24%

MIDWEST 21%

NORTHEAST 20%

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



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

DRINK TEA

99%

SAY *TEATIME* IS THEIR
FAVORITE MAGAZINE / TOP 3

91%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

88%

VISITED AN ADVERTISER'S
WEBSITE

52%

ARE WILLING TO PAY
MORE FOR QUALITY
INGREDIENTS

97%

ARE BAKING

85%

HAVE CUT OUT OR
USED A RECIPE

76%

READ FOR PLEASURE

82%

VISITED FACEBOOK

72%

ARE GARDENING

68%

ARE PARTICIPATING
IN OUTDOOR
ACTIVITIES

61%



2024 EDITORIAL CALENDARS

PRINT

January / February

- **LOVE & FRIENDSHIP**

Materials Due 10/18/23

On Sale 12/19/23

March / April

- **SPRINGTIME**

Materials Due 12/26/23

On Sale 2/20/24

May / June

- **FAMILY**

Materials Due 2/13/24

On Sale 4/9/24

July / August

- **ANNUAL BRITISH ISSUE**

Materials Due 4/15/24

On Sale 6/11/24

September / October

- **AUTUMN**

Materials Due 6/27/24

On Sale 8/27/24

November / December

- **HOLIDAYS**

Materials Due 9/3/24

On Sale 10/29/24

In addition to regular issues, *TeaTime* offers special issues, including:

The Best of TeaTime and ***TeaTime Holidays***

DIGITAL

January / February

- Teatime in Winter White
- For the Love of Chocolate Tea
- Valentine's Day Tea

TREASURED TEAPOT:
Romantic Enchantment

TEA EXPERIENCE:
Valentine's Day

May / June

- Teatime on the Veranda
- Royal English Tea
- Afternoon Tea with a Welsh Twist

TREASURED TEAPOT:
Iconic Elegance

TEA EXPERIENCE:
A Tea Tour of Edinburgh

September / October

- Apple Tea
- Think Pink Tea
- Harvest Tea

TREASURED TEAPOT:
Joyful Harvest

TEA EXPERIENCE:
Tea in Upstate New York

March / April

- St. Patrick's Day Tea
- Kid's Easter Tea
- Garden Tea

TREASURED TEAPOT:
Verdant Whimsy

TEA EXPERIENCE:
Teatime Magic in the Kingdom of Kerry

July / August

- Hummingbird Tea
- Fancy Garden Tea
- Coastal Tea

TREASURED TEAPOT:
Teatime in Bloom

TEA EXPERIENCE:
Meet Me for Tea in St. Louis

November / December

- Hanukkah Tea
- Low-Carb Christmas
- Upscale Christmas Tea

TREASURED TEAPOT:
Eternal Elegance

TEA EXPERIENCE:
Sipping Tea in San Francisco and Beyond

*Calendars subject to change.

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$8,820
SPREAD	\$7,350
COVER 4 (Back Cover).....	\$5,775
FULL PAGE	\$4,200
2/3 PAGE	\$3,360
1/2 PAGE	\$2,730
1/3 PAGE	\$2,100
1/4 PAGE	\$1,628

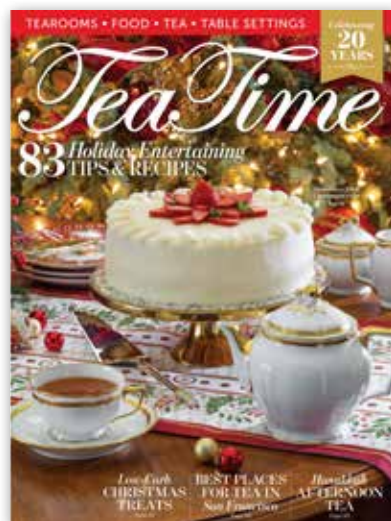
AD SPECS

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.



TEATIME DELIGHTS

TeaTime'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 **\$578**..... SIZE **1/4 page**

RATE **\$1,040** SIZE **1/2 page**



SUBMITTED ARTWORK

For print or digital advertising, please 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 *TeaTime's* 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.