



2024 MEDIA KIT

Victoria

 hoffmanmedia



Print

Total Distribution

200,000

Frequency 6x

Digital

Average Monthly

Page Views 156K

Social

f Facebook 185K

@ Instagram 268K

P Pinterest 68K

Total Following 517K

Victoria is a magazine celebrating a gracious lifestyle, with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations.



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



VICTORIA AUDIENCE

OWN THEIR HOME

82.9%

RETIRED

70.3%

FEMALE

97.1%

AVERAGE
HOUSEHOLD
INCOME

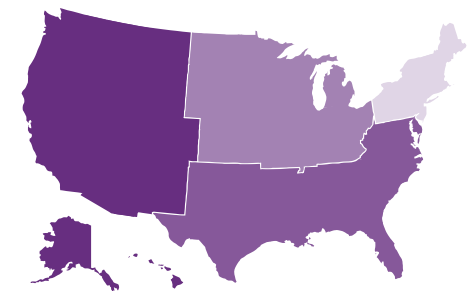
\$139K

AVERAGE AGE

62 years

MARRIED

51.8%



SOUTH 35%

WEST 25%

MIDWEST 20%

NORTHEAST 20%



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

94%

HAVE READ 3 OR 4 ISSUES

97%

HAVE BEEN READING
VICTORIA (ON AVERAGE)

18 years

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

87%

VISITED AN ADVERTISER'S
WEBSITE

41%

ARE WILLING TO PAY
MORE FOR QUALITY
PRODUCTS

88%

PURCHASED JEWELRY
IN THE LAST
12 MONTHS

66%

PLAN TO DECORATE
OR RENOVATE IN
THE NEXT YEAR

70%

PLAN TO PURCHASE
ANTIQUES

67%

PARTICIPATE IN
OUTDOOR ACTIVITIES

54%

PLAN TO PURCHASE
HOME DÉCOR OR
FURNITURE

72%

STAYED IN A HOTEL

82%



2024 EDITORIAL CALENDARS

PRINT

January / February

THE ENTREPRENEUR ISSUE

In our annual Business of Bliss special section, we highlight a panel of successful female entrepreneurs. We also introduce our new contributors for the year, Artist-in-Residence Natasja Sadi of Cake Atelier Amsterdam and Writer-in-Residence Jennifer L. Scott. For Touring, we visit Whistler, Canada. Our Favorite Things theme is “A Cozy Retreat,” and food stories include a Valentine’s Day party and recipes with tangerines.

Materials Due 9/26/23

On Sale 12/5/23

March / April

SPRING

Featuring tie-ins from our England event, this issue includes a story on Ashbrook, the estate where we host a workshop with Annie Sloan and Arthur Parkinson. We also highlight Arthur’s latest gardening book in On Our Bookshelf. Mayhurst Estate and the Tuft and Trim interior are featured, and Christchurch, New Zealand, is our destination in Touring.

Materials Due 11/20/23

On Sale 2/6/24

May / June

FRANCE

This issue is a celebration of Gallic living, with beautiful photography from our trip to France in 2023. Food stories include May Day appetizers and a French meal inspired by

writer-in-residence Jennifer L. Scott’s memories of France. The Touring destination is Île de Ré.

Materials Due 1/29/24

On Sale 4/16/24

July / August

SUMMER/ANTIQUES

This Americana issue features the Northern Neck of Virginia and Nantucket, with food stories about lobster bakes and sorbets.

Materials Due 4/8/24

On Sale 6/11/24

September / October

THE BRITISH AND AUTUMN DOUBLE ISSUE

Scotland is the theme of our autumn issue and includes a special Tea with Christopher Robin food story, which ties into a Chimes essay about Winnie-the-Pooh.

Materials Due 6/11/24

On Sale 8/13/24

November / December

THE HOLIDAY ISSUE

Our holiday issue is heavily focused on Yuletide. We feature the Royal Copenhagen flagship store along with a Collectibles feature on mantel clocks. We also highlight a themed breakfast and a selection of Christmas appetizers, as well as festive interiors and décor.

Materials Due 8/27/24

On Sale 10/22/24

**Calendars subject to change.*

DIGITAL

entertaining, and decorating and entertaining

January / February

- Meet our Business of Bliss honorees
- Cozy comforts of winter and snowy retreats

March / April

- Celebrate the season of rebirth
- Inspiration for gardening,

May / June

- Journey with us to France
- Gallic destinations, menus, and interiors

July / August

- Explore the beauty of America
- Summer travels, décor,

September / October

- Savor the bounty of autumn
- Sites of Scotland, fall recipes, and harvest splendor

November / December

- Herald the holidays
- Inspiration for Thanksgiving, Christmas, and New Year’s Eve

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$23,814
SPREAD	\$19,845
COVER 4 (Back Cover).....	\$19,793
FULL PAGE	\$11,340
2/3 PAGE	\$9,072
1/2 PAGE	\$7,371
1/3 PAGE	\$5,670
1/4 PAGE	\$4,394

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.



VICTORIA EMPORIUM

Victoria'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 **\$893**.....SIZE **1/4 page**

RATE **\$1,607**..... SIZE **1/2 page**



SUBMITTED ARTWORK

For print advertising, please contact **Samantha Sullivan, ssullivan@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 *Victoria'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.

