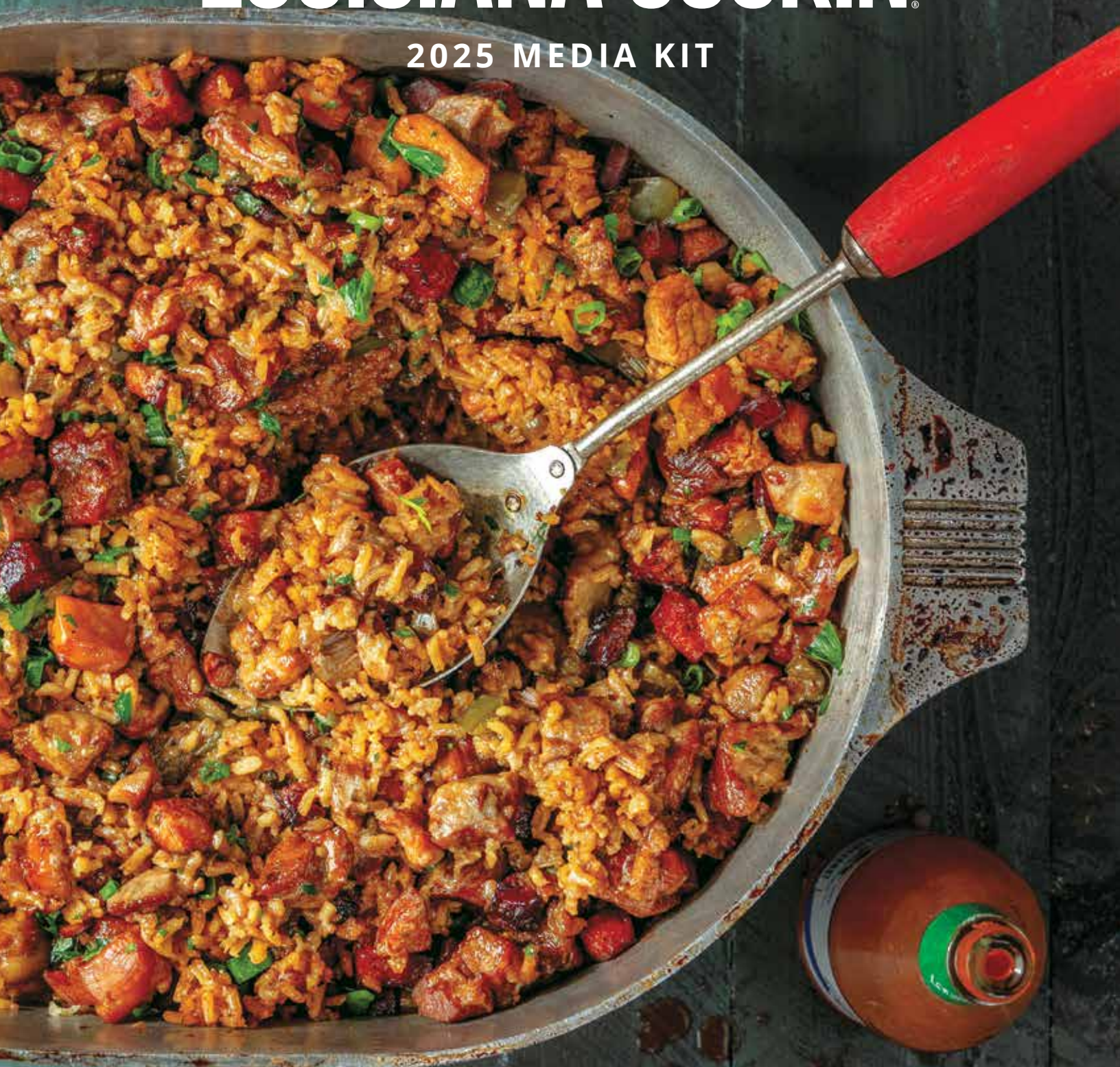


LOUISIANA COOKIN'

2025 MEDIA KIT





LOUISIANA COOKIN'

Louisiana 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 stories steeped in centuries of traditional Cajun and Creole comfort.

Audience

Print

Total Distribution
90,000
Frequency
6x

Digital

Average Monthly Web Sessions
75,828

E-newsletter Subscribers
26,960

Social

f Facebook 342,039
Instagram 77,204
Pinterest 30,727
YouTube 2,040
Total Following
452,010

OWN THEIR HOME

97.5%

RETIRED

61.5%

FEMALE

71.7%

AVERAGE HOUSEHOLD INCOME

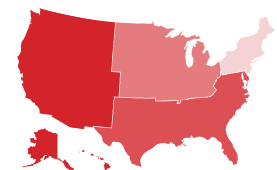
\$160.3k

AVERAGE AGE

61.3 years

MARRIED

66.1%



SOUTH 69%
WEST 11%
MIDWEST 12%
NORTHEAST 8%

Sources – Print: Publisher's 2023 Statement of Ownership; Digital and Social: GA4 and Sprout Social, 2023-2024; Ruzinsky Research, Hoffman Media, LLC Subscriber Study

LOUISIANA COOKIN'

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%

Source: Ruzinsky Research, Hoffman Media, LLC Subscriber Study

LOUISIANA COOKIN'

2025 Editorial Calendar

JANUARY/FEBRUARY: HOMETOWN MARDI GRAS ISSUE

MATERIALS DUE: 11/4/24 ON SALE: 1/7/25

3 Must-Visit Hometown Mardi Gras Celebrations
Marcelle Bienvenu's Carnival Menu
On the Hunt (New Orleans Masking Indians' Colorful Culture)
An Ode to Oysters • Can't-Miss King Cakes around Louisiana
Winter Comfort Recipes • Post-Parade Party Menu

MARCH/APRIL: CAJUN, CREOLE, AND BEYOND ISSUE

MATERIALS DUE: 1/13/25 ON SALE: 3/11/25

New Orleans Creole Menu • Chef Nini Nguyen's Viet-Cajun Flavors
Keeping Shreveport Fresh with Mahaffey Farms
Cooking with Lafayette's Gravy Boys • New and Classic Crawfish Recipes
Can't-Miss Crawfish Dishes around Louisiana
The Story behind Jack Miller's BBQ Sauce

MAY/JUNE: THE TRAVEL ISSUE

MATERIALS DUE: 2/28/25 ON SALE: 4/29/25

Red River Road Trip • Cruising the Creole Nature Trail
Can't-Miss Seafood Joints around Louisiana • Best-Yet Creole Tomato Recipes
Saving the Season with Pickles and Preserves
The Thrill of Offshore Fishing • Spotlight on Rayville's Bootlegger Botanicals

JULY/AUGUST: ON THE WATER ISSUE

MATERIALS DUE: 5/2/25 ON SALE: 7/1/25

Celebrating Shrimp Season • Pointe-au-Chien Indian Tribe Foodways
Inshore Fishing • Fresh Ways with Summer Peaches
Treat Your Friends to a Boozy Brunch • Acadiana's Best Plate Lunches
The Story behind Left Bank Rum

SEPTEMBER/OCTOBER:

SPORTSMAN'S PARADISE/CHEFS TO WATCH ISSUE

MATERIALS DUE: 7/3/25 ON SALE: 9/2/25

24th Annual Chefs to Watch Awards • On an Alligator Hunt
Fall Harvest Dishes Your Family Will Love • The Story behind Parish Rice
Tailgating with Jay Ducote • New Ways with Game
Can't-Miss College Town Eats around Louisiana

NOVEMBER/DECEMBER: HOLIDAY MAGIC ISSUE

MATERIALS DUE: 9/5/25 ON SALE: 11/4/25

Feast of the Seven Fishes • Inside Acadiana's Famous Lâche Pas Boucherie
Serve a Memorable Turducken Meal (with Unbelievable Leftovers)
Marcelle Bienvenu's Cajun Christmas • Behind the Scenes at Poirier's Cane Syrup
Can't-Miss Holiday Events around Louisiana

**Calendar subject to change.*



LOUISIANA COOKIN'

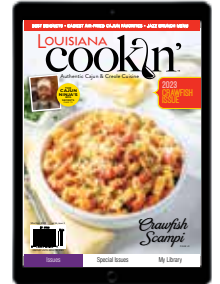
Print Advertising

ADVERTISING RATES

COVER 2 (Inside Front).....	\$6,730
SPREAD	\$5,768
COVER 4 (Back Cover).....	\$4,807
FULL PAGE	\$3,846
2/3 PAGE	\$2,747
1/2 PAGE	\$2,197
1/3 PAGE	\$1,785
1/4 PAGE	\$1,373

AD SPECS

TRIM SIZE	7.875" x 10.5"
FULL PAGE	8.125" x 10.75" <i>(bleed only)</i>
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" <i>(bleed only)</i>
1/3 PAGE (V)	2.1875" x 9.375"
1/4 PAGE	3.375" x 4.625"



DIGITAL EDITIONS

Advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

Marketplace

The *Louisiana Cookin'* marketplace section answers the most frequent question: **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 **\$1,030**..... SIZE **1/2 page**

RATE **\$572**..... SIZE **1/4 page**

Frequency pricing and custom-program proposals available upon request. All rates are net.

SUBMITTED ARTWORK

For print advertising, contact:

KIMBERLY LEWIS
klewis@hoffmanmedia.com

JACOB CAREY
jcarey@hoffmanmedia.com

SALES INFORMATION

For sales inquiries, contact:

AMY ROBERTSON
arobertson@hoffmanmedia.com



LOUISIANA COOKIN'

Digital Opportunities

Sponsored Newsletters

Newsletter Ads

Newsletter Mentions

Web Ads

Blog Posts

Social Posts, Reels & Stories

Collaborative and dark ad options available

YouTube Integrations

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.

DIGITAL 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.



LOUISIANA COOKIN'

StoryMaker

Throughout the past 41 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.