



the cottage journal

Every issue of *The Cottage Journal* is an inspirational, seasonal collection of charming homes and gardens. From the pages of the magazine, readers glean ideas to create the lifestyle of their dreams. Beautiful photography coupled with stories on personal style, entertaining, collecting, gardening, and travel welcome them home season after season.



2014 Media Kit

Our Readers



Female **94%**
Average Age **55 years**
Average HHI **\$109,319**
Average Home Value
\$278,059

Are Highly Engaged

Spend an average of **2 hours 15 minutes** with each issue
60% rate *The Cottage Journal* as “one of my favorites”

Love to Decorate & Garden

The Cottage Journal readers' favorite category is
decorating followed by **gardening**

97% decorate their homes themselves

32% shop at specialty stores and **22%** shop at antique stores when decorating their homes

Spent an average of **\$903** on decorating in the last year

69% garden at least once a week

Enjoy Entertaining

53% entertain at home once or more a month

Entertain an average of **6 people** per occasion

64% say their favorite dinnerware is casual

the
cottage
journal

2014 Editorial



SPRING

Ad Closing/Materials: 12/20/13 | **On-Sale:** 3/4/14

Garden products & collecting old garden tools
11 gorgeous cottages including a garage apartment
Easter brunch • Cottage kitchen & tablescape
Lavender gardening • Potting shed • Easter basket for door

SUMMER

Ad Closing/Materials Due: 2/26/14 | **On-Sale:** 5/6/14

Window boxes & wildflowers • Bob Timberlake furniture & art
11 classic cottages including a writer's cottage & lake house
Villagio Inn & Spa—Napa Valley recipes • Balboa Island
Sandlin Farms tomatoes • Rose Story Farm in California

AUTUMN

Ad Closing/Materials Due: 5/14/14 | **On-Sale:** 7/22/14

Round Top, TX antiques • Collecting walking canes
11 cozy cottages • Focus on Seattle & Asheville
Picnic menu • Pumpkins, gathering, potting shed
Tena Payne pottery

CHRISTMAS

Ad Closing/Materials Due: 8/14/14 | **On-Sale:** 10/21/14

Franklin, TN shopping • Christmas décor & nutcrackers
Cottages from Chattanooga, Arkansas, and Austin, TX
Christmas dinner recipes & menu
Garden Center Christmas open house in TN
Richmond Botanical Gardens

WINTER

Ad Closing/Materials Due: 10/16/14 | **On-Sale:** 12/23/14

Collecting quilts • Cottages from Michigan & Chicago
Recipes for soups & stews • Windowsill herb garden

2014 SIPs

COTTAGE GARDENS

Ad Closing/Materials: 11/21/13

On-Sale: 1/28/14

COTTAGE DÉCOR

Ad Closing/Materials: 1/30/14

On-Sale: 4/8/14

HOLIDAY COTTAGE

Ad Closing/Materials: 7/17/14

On-Sale: 9/23/14

In Every Issue

Feather Your Nest

Market Finds; Shops; Making it
Cottage Style; Worth Collecting

Home Sweet Home

Features of cottages all across
the country

Cottage Kitchen

Seasonal Meal; Kitchen; Tablescape

Garden Pleasures

Garden feature

Artists & Artisans

Focus on one to two artists

Be Inspired

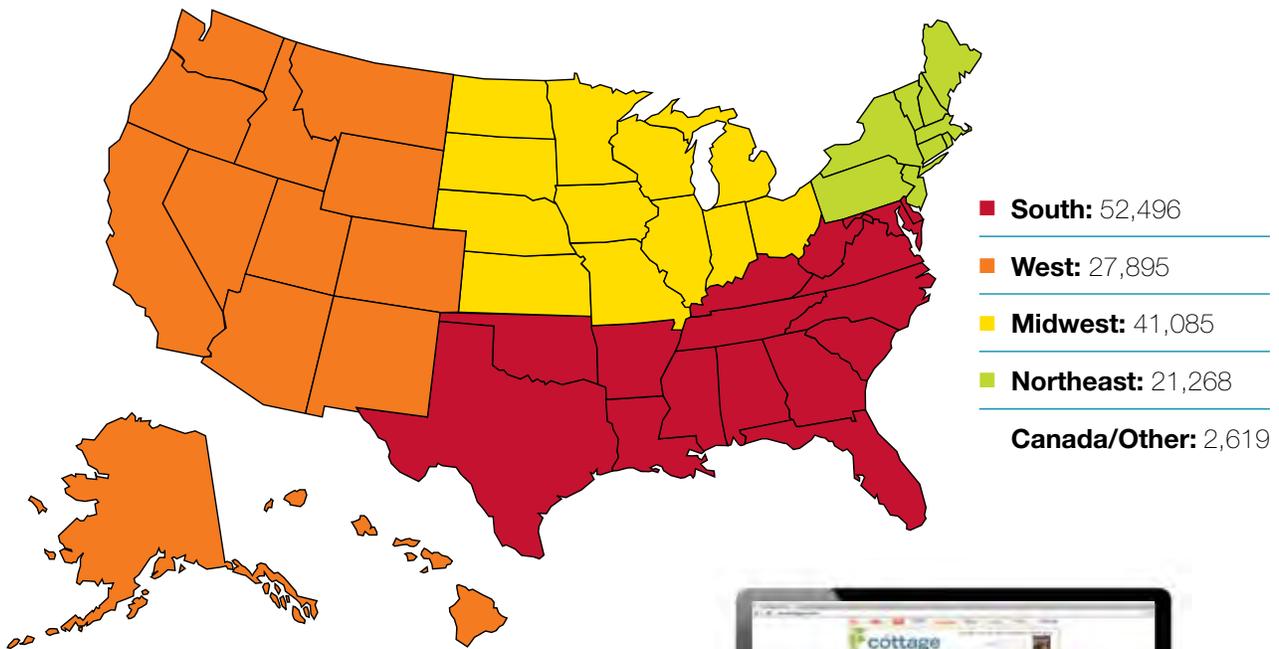
Seasonal décor



the
cottage
journal

2014 Circulation

Frequency: 5x/year | Total readership: 435,000 | Readers per copy: 3 | Average paid copies: 145,000
 Digital subscribers: 6,000 | Cover price: \$10.99 | Subscription price: \$19.98



We have healthy website activity and a strong social media following.

Average monthly impressions: 20,000



Likes: 2,812*



ASK ABOUT our digital offerings

The
POWER
 of
hm
 hoffmanmedia

Publisher of nine successful circulation-driven titles, including *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Entertain Decorate Celebrate*, *TeaTime*, *The Cottage Journal*, *Louisiana Cookin'*, and *fresh style*.

Committed to a 30/70% ad/edit ratio maximum in all our magazines, guaranteeing a clean, uncluttered environment for readers and advertisers.

Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.

cooking with
Paula
DEEN

Victoria

SOUTHERN
Lady

taste
south

entertain
Decorate

TeaTime

the
cottage
journal

Louisiana
cook'n'

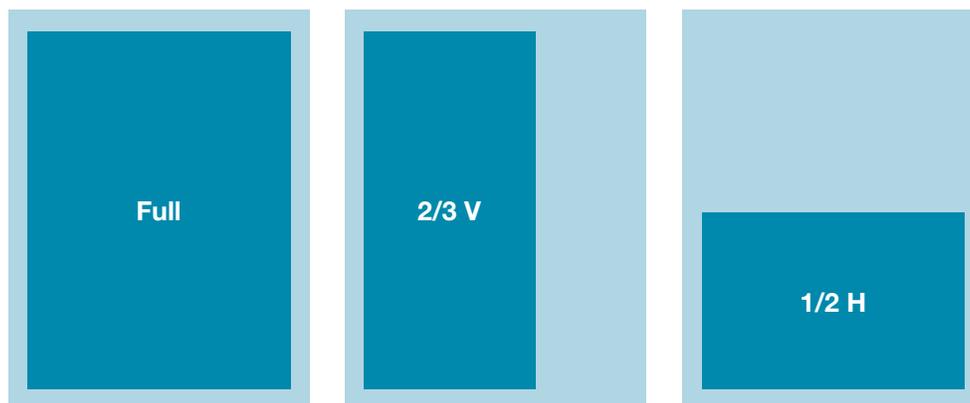
freshstyle

AAM Membership Applied For
 *As of November 2013

the
cottage
journal

Mechanical Specs

Publication Trim Size: 7.875" x 10.5" **Note:** Keep all vital advertising material at least .25" from final trim edge.



Size	Non-Bleed	Bleed
Full Page	6.875" x 9.375"	8.125" x 10.75"
2/3 Page	4.5" x 9.375"	Available upon request
1/2 Page H	6.875" x 4.625"	Available upon request



Attn: *The Cottage Journal*, Production
Hoffman Media, LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243

Phone: 205.262.2193 | Fax: 205.991.0071 | production2@hoffmanmedia.com

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen—limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

Please Note:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.