

# cooking with Paula DEEN™

magazine is an intimate extension of the Paula Deen brand—more of what consumers want from Paula. In each issue, readers find *flavorful recipes* for sharing with family and friends, along with access to Paula's life and her family traditions. Truly a *food lifestyle magazine*, *Cooking with Paula Deen* showcases *down-home recipes and cooking tips*, entertaining inspiration, *travel destinations*, home decorating experiences, and *much more*.





## THE **POWER** OF HOFFMAN MEDIA

Publisher of eight successful circulation-driven titles such as *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Entertain Decorate Celebrate*, *TeaTime*, and *Louisiana Cookin'*.

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 subscriptions with no verified copies, ensuring a **fully engaged audience** that grows organically.

### **Jan/Feb**

- Meyer Lemons
- Mardi Gras Party
- Valentine's Day Treats

### **Mar/Apr**

- Magic of Meringues
- Easter Meal
- Classic Sunday Dinner

### **May/Jun**

- Entertaining Issue
- Kentucky Derby Party
- Summer Kickoff Party
- Outdoor Kitchens

### **Jul/Aug**

- Grilling/Easy Food
- Make-Ahead Foods
- Summer Slow Cooking
- Family Reunion

### **Sept/Oct**

- Fall Harvest Foods
- Family Halloween Party
- Tailgating Southern Style

### **Nov**

- Easy Soups
- Thanksgiving Traditions
- Fix and Freeze Foods

### **Dec**

- Seasonal Nuts
- Budget-Friendly Open House
- Gifts from the Kitchen
- Holiday Tablescape

• Editorial features subject to change.

## DEMOGRAPHICS

*female:* 97% | *average age:* 53 years

*average HHI:* \$75,600 | *average home value:* \$230,224

## THEY'RE ENGAGED

Prepare an average of **5 recipes** from each issue

Spend an average of **1 hour** with each issue

**77%** rate the magazine as "one of my favorites"

**93%** rate Paula Deen as "one of my favorite cooking celebrities"

## THEY COOK

**45%** prepare an average of **4 servings** for family meals

**47%** describe their cooking style as "from scratch"

**72%** utilize the recipes for everyday meal occasions

**More than half** entertain at least **once a month**

Magazines are their **#1 source** for recipes

**77%** say dessert comes to mind most often when thinking of Paula Deen recipes

## THEY TRAVEL

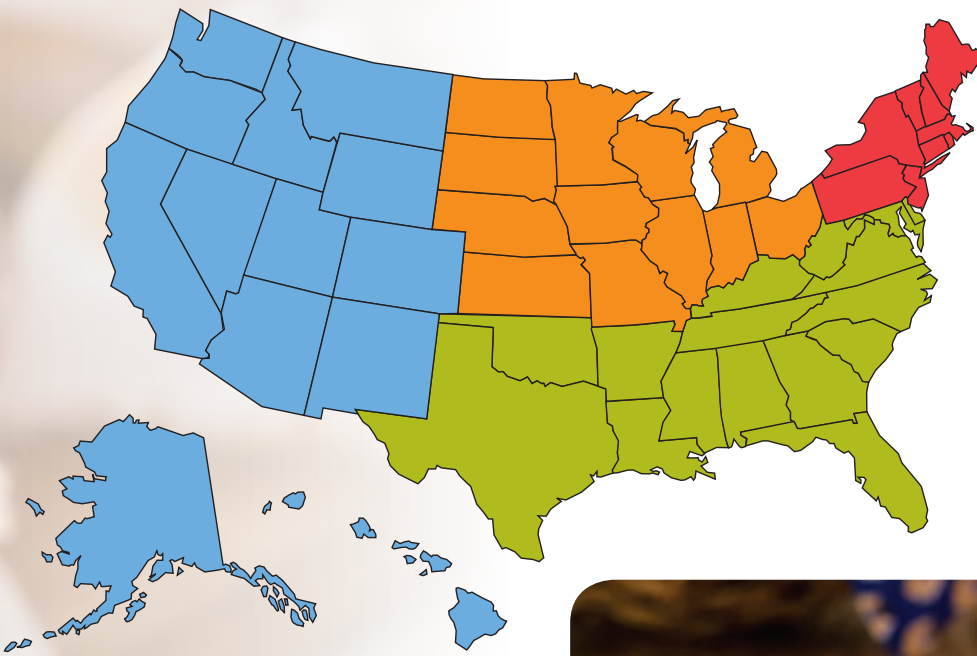
**62%** have taken a domestic trip in the last year

Source: 2012 *Cooking with Paula Deen* Readership Survey.



frequency: 7x/year • 2013 total readership: 2.9 million • readers per copy: 9.7\*  
 2013 average paid copies: 300,000 • cover price: \$4.99 • subscription price: \$19.98

\*2011 Spring Gfk MRI



- **south:** 174,083

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- **midwest:** 28,443

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- **northeast:** 63,861

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- **west:** 32,697

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- canada/other:** 916

