

*the*  
**cottage**  
*journal*



2025 MEDIA KIT



## PRINT

Total Distribution (Frequency 4x)

**178,000**

## DIGITAL

Average Monthly Page Views

**76,000**

## SOCIAL

Total Following

**379,000**

Facebook 117K | Instagram 455K | Pinterest 64K

**TOTAL AUDIENCE:**  
**636,000**



The Cottage Journal offers an inspirational collection of charming homes and gardens that celebrates a lifestyle defined by an appreciation of quality over quantity, a pride of place, and living large while leaving a smaller footprint.

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



## DEMOGRAPHIC

*Female*

**96.9%**

*Average Age*

**62**

*Average HHI*

**\$139,000**

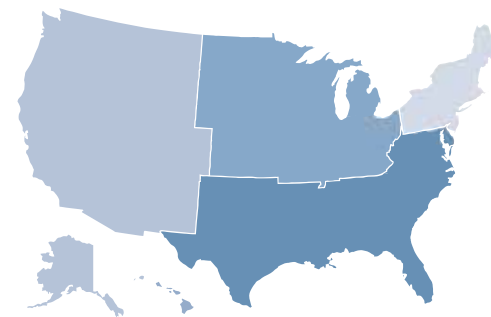
*Own Their Home*

**94.3%**

*Married*

**77.7%**

## READERSHIP



**SOUTH 40%**

**WEST 18%**

**MIDWEST 26%**

**NORTHEAST 25%**

Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study

PRINT AUDIENCE

 **hoffmanmedia**



SAVE THE MAGAZINE  
FOR FUTURE REFERENCE

**87%**

VISITED AN ADVERTISER'S  
WEBSITE

**40%**

ARE WILLING TO PAY MORE  
FOR QUALITY PRODUCTS

**85%**

GAIN INSPIRATION FROM  
MAGAZINES WHEN  
DECORATING OR REMODELING

**98%**

DECORATED THEIR  
HOME IN THE PAST  
12 MONTHS

**85%**

PARTICIPATED IN  
OUTDOOR ACTIVITIES  
IN THE LAST 12 MONTHS

**62%**

ARE GARDENING

**81%**

READ FOR PLEASURE

**82%**

Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study

Offering an invitation to the accessible elegance of cozy, everyday design, *The Cottage Journal* welcomes readers into beautiful homes, lavish gardens, and curated shops from every region of the country. Spanning a wide range of personalized spins on classic cottage charm—from European-inspired abodes to rustic country farmhouses—each space offers unique inspiration to be gleaned and comforting warmth to be enjoyed, all while providing readers with the resources to craft their own haven at home.

### The theme for each issue is seasonal home décor.

**SPRING:** The season of new life brings with it a plethora of possibilities for refreshing any home's style—both inside and out. Embrace spring's allure with sweet new shades in the garden and interiors that echo the newfound cheerfulness of the outdoors. With each page bursting with fresh style ideas, this beautiful issue is a breath of fresh air for readers craving new inspiration.

**SUMMER:** Grab a cold drink and head outside to enjoy the sunny days of summer! Coastal cottages brimming with beach-inspired décor, Southern porches perfect for welcoming guests, and outdoor spaces that make beating the heat feel like a breeze—these are just a few of the scenes you're likely to find in this issue.

**AUTUMN:** From changing leaves and steaming cups of cider to blanket-laden reading nooks, all of fall's most iconic scenes can be found within the pages of this stunning issue. Learn to decorate your front door with the season's rich bounty or gain inspiration for an unforgettable Thanksgiving table, all while enjoying the coziest homes throughout the country.

**CHRISTMAS/WINTER:** Nothing brings more magic than the approach of the holiday season, and this issue follows suit with sparkling lights and festive spaces galore. With a chill in the air and a dusting of snow on its way, retreat inside and curl up with all the coziness cottage style has to offer. Lush greenery and personalized style ideas are necessities in homes from coast to coast, and glittering trees pair perfectly with inviting firesides for a seasonal experience that will leave readers with a warm glow and lasting inspiration.

## SECTIONS IN EACH ISSUE

### Feather Your Nest

Discover the latest in décor trends and find guidance for your design journey with the inspiration in this section of *The Cottage Journal*. Treasured collections, curated shops, and editors' favorite finds accompany style tips crafted to set readers on a path to design success.

### Home Sweet Home

From charming bungalows to quaint country farmhouses, this curated collection of both newly built and renovated homes places an emphasis on stand-out cottage style. Follow along with homeowners and designers alike as they share their stories of transformation and demonstrate what makes cottage style so personal.

### Cottage Kitchen

The heart of the home shines in this section focusing on the abundant charms of cottage-style kitchens. Delightfully redesigned spaces, enchanting tablescapes, and helpful hosting tips are a few of the tantalizing treats that you'll find within these pages.

### Garden Pleasures

Take a stroll down a winding path lined with hydrangeas or rest on a bench nestled among the roses and see why cottage gardens are unparalleled in charm and romance. Waterside landscapes, antiques-filled greenhouses, and flower farms bursting with blooms cultivate the joys of the garden and illustrate practical advice geared toward gardeners of all skill levels.

### Artists & Artisans

Lovingly handcrafted by creators from across the country, the artwork showcased in this section is carefully selected to help you add a meaningful touch to your cottage. Connect with artists from a variety of backgrounds who paint, sculpt, carve, and sew their passions into one-of-a-kind décor and home goods to be cherished for decades to come.

### Travel

When it's time to get away from the everyday, find your perfect cottage-style retreat and plan a trip you'll always remember. Whether you're looking for a luxury resort with all the amenities or a charming inn nestled in a historic seaside town, each of the destinations featured here is selected to offer the whole family ample opportunities for enjoying great food, fun shopping, and plenty of new memories.



**SPRING  
ON SALE 2/18/25**

- Fresh Floral Designs
- Vibrant Kitchens
- Daisy-Inspired Outdoor Dining
- Fort Wayne, IN

**Materials Due 12/23/24**

*\*If products will be styled and photographed by The Cottage Journal, they must arrive at our office by 12/2/24.*

**SUMMER  
ON SALE 4/8/25**

- Coastal Cottages
- Sunny Seaside Table
- Lush Cottage Gardens
- St. George Island, FL

**Materials Due 2/13/25**

*\*If products will be styled and photographed by The Cottage Journal, they must arrive at our office by 2/3/25.*

**AUTUMN  
ON SALE 7/8/25**

- New England Homes
- Rich Fall Colors
- Cozy Outdoor Living
- Tour Rhode Island

**Materials Due 5/15/25**

*\*If products will be styled and photographed by The Cottage Journal, they must arrive at our office by 5/5/25.*

**CHRISTMAS/WINTER  
ON SALE 11/11/25**

- Small-Town Christmas Charm
- Inspiring Festive Spaces
- Holiday Elegance at the Table
- Winter Warmth in the Home

**Materials Due 9/18/25**

*\*If products will be styled and photographed by The Cottage Journal, they must arrive at our office by 9/8/25.*

*\*Calendars subject to change.*



## PRINT RATES

<b>C2 (Inside front)</b>	\$23,073
<b>Spread</b>	\$19,228
<b>C4 (Back Cover)</b>	\$15,107
<b>Full Page</b>	\$10,987
<b>2/3 Page</b>	\$8,790
<b>1/2 Page</b>	\$7,142
<b>1/3 Page</b>	\$5,494
<b>1/4 Page</b>	\$4,258

**The Cottage Journal** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

### **Business Reply Card, Outsert/Polybag, and Insert**

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.

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

## AD SIZES

### **Spread (with bleed)**

16.25" x 10.75"

### **Full Page**

7.875" x 10.5"

### **Full Page (with bleed)**

8.125" x 10.75"

### **2/3 Page**

4.375" x 9.375"

### **1/2 Page (Horizontal)**

6.875" x 4.625"

### **1/3 Page (Square)**

4.5" x 4.625"

### **1/3 Page (Horizontal with bleed)**

2.9375" x 10.75"

### **1/3 Page (Vertical)**

2.1875" x 9.375"

### **1/4 Page**

3.375" x 4.625"

**PUBLICATION TRIM SIZE:** 7.875" x 10.5"

**SAFETY:** 0.25" from trim on all sides

**BLEED:** 0.125" beyond trim on all sides

**IMAGE RESOLUTION:** 300 dpi

**COLOR SPACE:** CMYK only; no spot color or RGB

## ACCEPTABLE FILE FORMATS

We accept press-ready PDFs, JPGs, or TIFFs. All PDFs should have fonts and high-resolution images embedded in file. Ensure that all elements are CMYK, are a minimum of 300 dpi, and are 100% in size.

## PROOFS

For ease of delivery, low-resolution proofs will be sent via email to customers after processing. Please note that final advertisements will be sent to the printer in a high-resolution format. Please ensure that you check your proof for any spelling, grammatical, and factual errors before signing off on it.

## COMMON ERRORS

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

## NOTE

Last-minute ads or late changes increase the chance of print error. Please deliver ads before deadlines to ensure time for proofs and revisions. Any late ad intervention requested by the advertiser or printer may result in additional charges to the advertiser.

## CONTACT INFORMATION

### **For submitting print advertising:**

For print ad creative 10MB or less, send directly to **Kimberly Lewis, [klewis@hoffmanmedia.com](mailto:klewis@hoffmanmedia.com)**. We accept any size file via Dropbox or WeTransfer.

### **For more sales information:**

**Contact Amy Robertson, [arobertson@hoffmanmedia.com](mailto:arobertson@hoffmanmedia.com)**.







the  
**cottage**  
journal  
**MARKETPLACE**

It's no secret readers are constantly on the hunt for hidden gems and new finds. This section will appear in each issue and feature up to two pages of beautiful products perfect for *The Cottage Journal* enthusiasts.



Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

<b>½ Page</b>	<b>\$1,854</b>
<b>¼ Page</b>	<b>\$1,030</b>

**Extend your reach with digital and social media placements.**  
**Discounts available with purchase of a full year.**



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## NEW PRODUCT FEATURE

The editors of *The Cottage Journal* have launched a special section to answer the most frequent question asked by readers:

**What are your favorite products?**



### Two packages available:

**\$5,995**—Inclusion in (3) issues and live links at [thecottagejournal.com](http://thecottagejournal.com), (3) carousel social media posts and (3) *The Cottage Journal* e-newsletter mentions (1 per issue) with (3) styled product shots for partner's use.

**\$2,595**—Inclusion in (1) issue and live link at [thecottagejournal.com](http://thecottagejournal.com), (1) carousel social media post and (1) *The Cottage Journal* e-newsletter mention.

SPECIAL ADVERTISING SECTION



## DIGITAL OPTIONS

- **Sponsored Newsletters**
  - **Newsletter Ads**
  - **Newsletter Mentions**
  - **Web Ads**
  - **Blog Posts**
  - **Custom Social Campaigns**  
Programs can include Pinterest, Instagram, and Facebook.
  - **Digital Audience Targeting**  
Reach *The Cottage Journal'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.

## DIGITAL AD SPECS

Max file size: 200KB

Acceptable file types:

.html .png .jpg .jpeg .gif .js .css



**Book Publishing**



**Advertorial Content**



**Events, Test Kitchen Partnerships, Recipe Development**

# 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.

<https://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.*