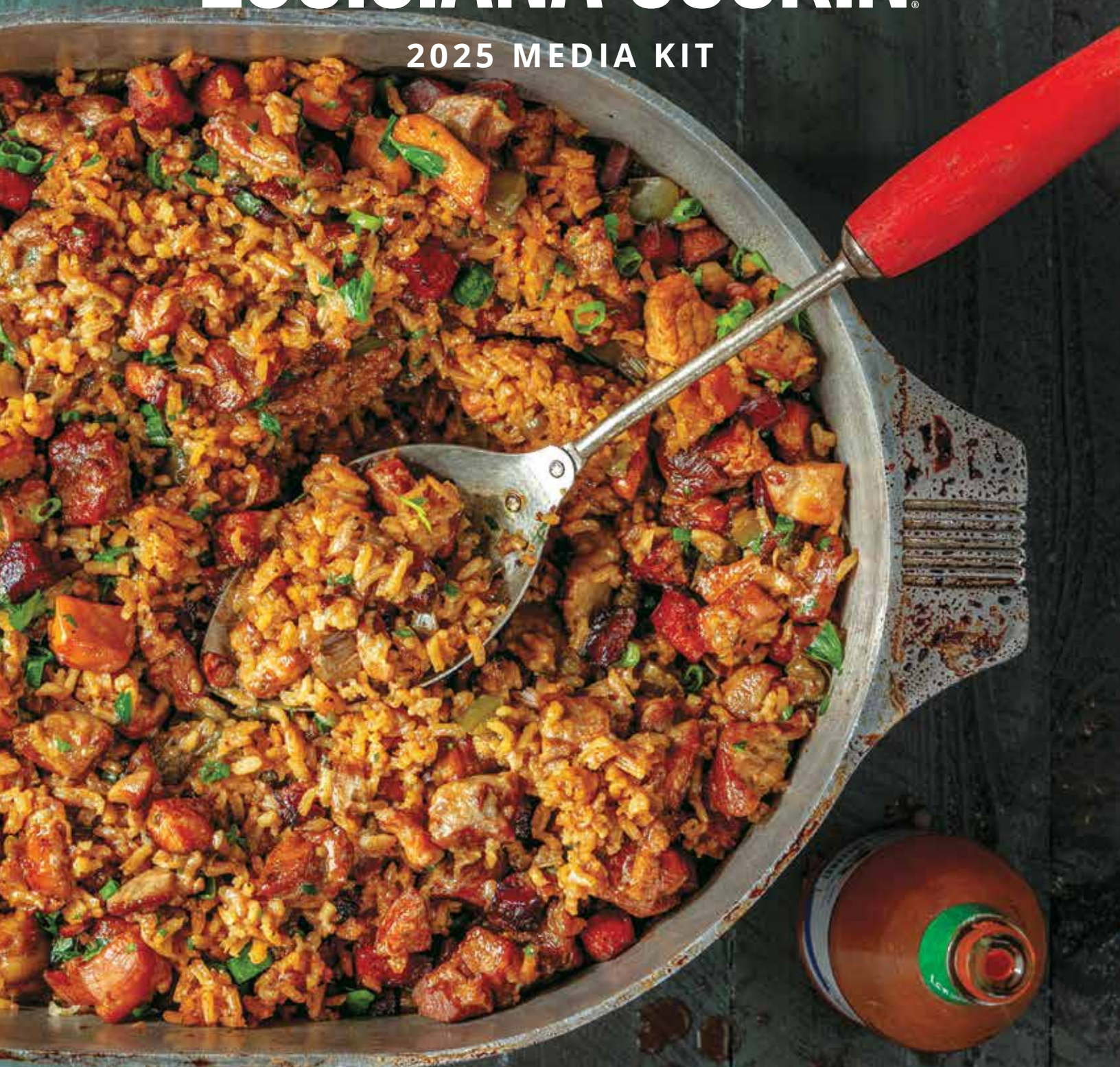


# LOUISIANA COOKIN'

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

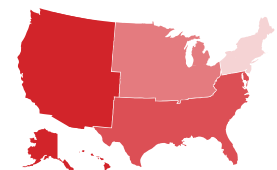
**\$160.3k**

### 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'

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## 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'

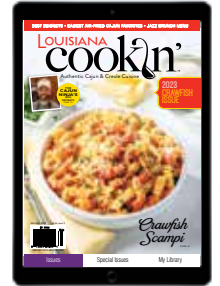
## Print Advertising

### ADVERTISING RATES

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

### AD SPECS

<b>TRIM SIZE</b> .....	7.875" x 10.5"
<b>FULL PAGE</b> .....	8.125" x 10.75" (bleed only)
<b>2/3 PAGE</b> .....	4.375" x 9.375"
<b>1/2 PAGE (H)</b> .....	6.875" x 4.625"
<b>1/3 PAGE (SQ)</b> .....	4.5" x 4.625"
<b>1/3 PAGE (H)</b> .....	2.9375" x 10.75" (bleed only)
<b>1/3 PAGE (V)</b> .....	2.1875" x 9.375"
<b>1/4 PAGE</b> .....	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](mailto:klewis@hoffmanmedia.com)

**JACOB CAREY**  
[jcarey@hoffmanmedia.com](mailto:jcarey@hoffmanmedia.com)

### SALES INFORMATION

For sales inquiries, contact:

**AMY ROBERTSON**  
[arobertson@hoffmanmedia.com](mailto:arobertson@hoffmanmedia.com)

# LOUISIANA COOKIN'

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## 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/](http://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.*