

Tea Time



2025 MEDIA KIT



PRINT

Total Distribution (Frequency 6x)

74,000

DIGITAL

Average Monthly Pageviews

136,000

SOCIAL

Total Following

272,000

Facebook 98,000 | Instagram 154,000 | Pinterest 35,000

TOTAL AUDIENCE:

287,000



Written by tea lovers, for tea lovers, *TeaTime* revels in the elegance, timelessness, and traditions of tea that enhance readers' lives. We focus on the beauty of the tea experience: the pleasure of tasting tea, the fellowship it builds, the setting, and the joy of hosting people.

Sources - Print: Publisher's 2024 Statement of Ownership;
Digital and Social:
Meta and GA4, October 2024



DEMOGRAPHIC

Female

98.6%

Average Age

60.5

Average HHI

\$139,000

Own Their Home

85.5%

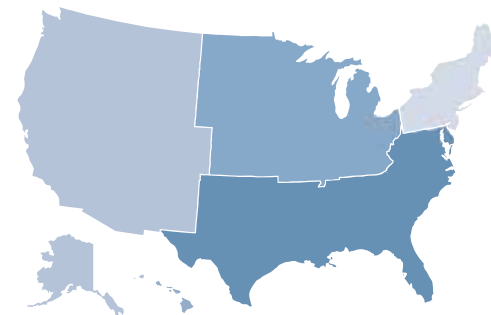
Married

62.7%

Retired

57.8%

READERSHIP



SOUTH 35%
WEST 24%
MIDWEST 21%
NORTHEAST 20%

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

PRINT AUDIENCE



HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

DRINK TEA

99%

SAY *TEATIME* IS THEIR
FAVORITE MAGAZINE / TOP 3

91%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

88%

VISITED AN ADVERTISER'S
WEBSITE

52%

ARE WILLING TO PAY MORE
FOR QUALITY INGREDIENTS

97%

ARE BAKING

85%

HAVE CUT OUT OR
USED A RECIPE

76%

READ FOR PLEASURE

82%

VISITED FACEBOOK

72%

ARE GARDENING

68%

ARE PARTICIPATING IN
OUTDOOR ACTIVITIES

61%

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

**JANUARY/FEBRUARY: LOVE & FRIENDSHIP
ON SALE: 12/17/24**

- A wholesome Valentine's Day menu
- Winter citrus teatime treats
- Icy blue afternoon tea
- The tea scene of Boulder, Colorado
- Growing edible roses for teatime cuisine
- Lapsang Souchong—love it or hate it
- The Chitra Collection's recent silverware acquisitions
- The Heart of Tea: Tea is Home
- Our favorite white teas

Materials deadline = 10/25/24

**MARCH/APRIL: SPLENDID SPRINGTIME
ON SALE: 3/4/25**

- Teatime for golfers
- Easter celebration
- Baby shower afternoon tea buffet
- Enjoying tea in Savannah, Georgia
- The tea history collection and London tea walk
- All things lavender in Illinois
- Create Your Own Green Tea Blend
- The Heart of Tea: Three Teacups
- Our favorite green teas

Materials deadline = 1/14/25

**MAY/JUNE: HOME & ABROAD
ON SALE: 5/6/25**

- Mother's Day afternoon tea
- A savory teatime for Father's Day
- Tea in the flower garden
- Taking tea in Portugal
- Taiwan tea exploration
- Zimbabwe's Victoria Falls Hotel
- The Irresistible Aroma of Milk Oolong
- The Heart of Tea: Pulling Rank
- Our favorite oolong teas

Materials deadline = 3/18/25

**JULY/AUGUST: ALL THINGS BRITISH
ON SALE: 7/1/25**

- A posh English afternoon tea
- Blue transferware teatime
- Tea in the park
- More places for tea in Berkshire County, England
- The history of Emma Bridgewater
- Assembling your own tea set
- Thomas Twining: Direct from the Garden to the Cup
- The Heart of Tea: Merits of a Cream Tea
- Our favorite breakfast teas

Materials deadline = 5/6/25

**SEPTEMBER/OCTOBER: FALL DELIGHTS
ON SALE: 9/2/25**

- Teatime in black and white
- An elegant autumnal afternoon tea
- Tea in the library
- Tearooms of Oklahoma
- Afternoon tea at The Vinoy
- Mid-Atlantic Tea Business Association 20th Anniversary
- Shedding Light on the Dark Tea Family
- The Heart of Tea: Elements of a Perfect Tea
- Our favorite seasonal tisanes

Materials deadline = 7/8/25

**NOVEMBER/DECEMBER: HAPPY HOLIDAYS
ON SALE: 11/4/25**

- Teatime for Hanukkah
- A cozy Christmas gathering
- An upscale holiday afternoon tea
- Tea on the go in North America—trains, boats, buses, and more
- Hats for teatime
- The Emerald Chandelier in Griffin, Georgia
- Five Classic Teas to Warm Your Winter Days
- The Heart of Tea: Adding Beauty and Goodness to the Tea Table
- Our favorite new holiday blends

Materials deadline = 9/10/25

CALENDARS SUBJECT TO CHANGE.



PRINT RATES

C2 (Inside front)	\$9,614
Spread	\$8,012
C4 (Back Cover)	\$6,295
Full Page	\$4,578
2/3 Page	\$3,662
1/2 Page	\$2,976
1/3 Page	\$2,289
1/4 Page	\$1,775

TeaTime allows enthusiasts to slow down, unplug, and escape with their favorite cup of tea. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, taste in the mouthwatering recipes and tea pairings, and see in the compelling images and clean design.

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

Jacob Carey, jcarey@hoffmanmedia.com.

We accept any size file via Dropbox or WeTransfer.

For more sales information:

Contact Amy Robertson, arobertson@hoffmanmedia.com.





TeaTime 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 *TeaTime* enthusiasts.



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

½ page	\$1,134
¼ page	\$630

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



DIGITAL OPTIONS

- **Sponsored Newsletters**
- **Newsletter Ads**
- **Newsletter Mentions**
- **Web Ads**
- **Blog Posts**
- **Social Posts, Reels & Stories**
Collaborative and dark ad options available.
- **Custom Social Campaigns**
Programs can include Pinterest, Instagram, and Facebook.
- **Digital Audience Targeting**
Reach *TeaTime'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

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/>



Events, Test Kitchen Partnerships, Recipe Development

OPPORTUNITIES

- | | |
|---------------------------|---------------------|
| Advertorial Content | Photography |
| Book Publishing | Videography |
| Test Kitchen Partnerships | Events |
| Recipe Development | Co-Op Partnerships |
| Food and Prop Styling | Catalog Development |

Pricing and custom program proposals available upon request.