

# Victoria



2025 MEDIA KIT



## PRINT

Total Distribution (Frequency 6x)

**200,000**

## DIGITAL

Average Monthly Page Views

**119,000**

E-Newsletter Subscribers

**86,000**

## SOCIAL

Total Following

**540,000**

Facebook 184,000 | Instagram 285,000 | Pinterest 71,000

TOTAL AUDIENCE:

**826,000**



Victoria is a magazine celebrating a gracious lifestyle, with inspiring entrepreneurs and romantic home décor, gracious entertaining, delectable recipes, and beautiful travel destinations. —Melissa Lester

SOURCES—Print: Publisher's 2024 Statement of Ownership; Digital and Social: GA4 and Meta 2024.



## DEMOGRAPHIC

*Female*

**97.1%**

*Average Age*

**62**

*Average HHI*

**\$139,000**

*Own Their Home*

**82.9%**

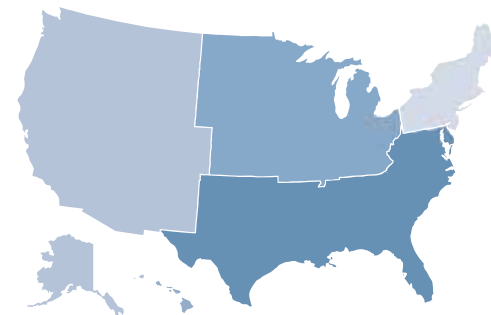
*Married*

**51.8%**

*Retired*

**70.3%**

## READERSHIP



**SOUTH 35%**

**WEST 25%**

**MIDWEST 20%**

**NORTHEAST 20%**

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

PRINT AUDIENCE



HAVE TAKEN AN ACTION  
AS A RESULT OF READING  
THE PUBLICATION

**94%**

HAVE READ 3 OR 4 ISSUES

**97%**

HAVE BEEN READING  
*VICTORIA* (ON AVERAGE)

**18 years**

SAVE THE MAGAZINE  
FOR FUTURE REFERENCE

**87%**

VISITED AN ADVERTISER'S  
WEBSITE

**41%**

ARE WILLING TO PAY MORE  
FOR QUALITY PRODUCTS

**97%**

PURCHASED JEWELRY  
IN THE LAST  
12 MONTHS

**66%**

PLAN TO DECORATE  
OR RENOVATE IN  
THE NEXT YEAR

**70%**

PLAN TO PURCHASE  
ANTIQUES

**67%**

PARTICIPATE IN  
OURDOOR ACTIVITIES

**54%**

PLAN TO PURCHASE  
HOME DÉCOR OR  
FURNITURE

**72%**

STAYED IN A HOTEL

**82%**

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

**JANUARY/FEBRUARY: OUR COZY WINTER JOURNAL  
ON SALE: 12/17/24**

- Introducing 2025 Lady-in-Residence The Countess of Carnarvon
- Annual Business of Bliss Special Section
- Favorite Things from Highclere Castle
- Romantic Ideas for Valentine's Day
- Winter Planting and Gardening
- Follow a Designer's Journey to Professional Success
- Escape to The Greenbrier

>> **Product integration opportunity:**  
**Valentine's Day Gifts**

>> **Travel integration: Cozy Winter Escapes**

**Materials deadline\* = 11/5/2**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 9/19/24.*

**MARCH/APRIL: JOURNEY TO THE NETHERLANDS  
ON SALE: 3/04/25**

- Celebrating a Year of Jane Austen
- Touring: Amsterdam
- Favorite Things: Blue-and-White Beauty
- Becoming Jane Tea Menu
- Exploring Sites of The Netherlands
- A Profusion of Tulips at Keukenhof
- The Enduring Charm of Royal Delft

>> **Product Integration Opportunity:**  
**Garden Treasures**

>> **Travel Integration: Garden Paths**

**Materials deadline\* = 1/10/2025**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 11/13/24.*

**MAY/JUNE: THE FRENCH ISSUE  
ON SALE: 4/29/25**

- Favorite Things: Gallic Trimmings
- An Authentic French Renaissance Festival
- Inside Glorious Châteaux
- La Vie En Rose Entertaining Feature
- Storied French China Patterns
- An Artist's View of Paris
- A Collection of Historic Vestments

>> **Product integration opportunity:**  
**French-Inspired Finds**

>> **Travel integration: Bed-and-Breakfast Getaways**

**Materials deadline\* = 3/5/25**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 1/22/25.*

**JULY/AUGUST: SUMMER/ANTIQUING  
ON SALE: 7/01/25**

- Seasonal Joy at Highclere Castle
- Favorite Things: Pastoral Finds Made in America
- A Brimful Summer Garden
- Fashions and a Feast for Anne of Green Gables
- Foraged Blooms and Dried Botanicals
- A Delightful Southern Interior
- Wrapped in Heritage: A Collection of Quilts

>> **Product integration opportunity:**  
**Colorful Entertaining**

>> **Travel integration: Summer Sojourns**

**Materials deadline\* = 5/9/25**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 4/1/25.*

**SEPTEMBER/OCTOBER: THE BRITISH ISSUE  
ON SALE: 9/02/25**

- Inside Filming for the New *Downton Abbey* Movie
- A Painterly Tea Inspired by John Constable
- Discover a Secret Source of Antiques in London
- Bountiful Autumn Pumpkins
- Aboard the Royal Scotsman
- Step into Traquair
- The Care and Keeping of Copper

>> **Product integration opportunity:**  
**Historic Destinations**

>> **Travel integration: Teatime Treasures**

**Materials deadline\* = 7/10/25**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 6/4/25.*

**NOVEMBER/DECEMBER: THE HOLIDAY ISSUE  
ON SALE: 11/04/25**

- Favorite Things: Gift Guide
- Yuletide at Highclere Castle
- Jane Austen Birthday Celebration
- Craft Homemade Garlands and Wreaths
- Christmas with Malea Markell
- Holiday Home Tours
- Upon the Bough: Wooden Ornaments

>> **Product integration opportunity:**  
**Holiday Gifts**

>> **Travel integration: Old-World Christmas**

**Materials deadline\* = 9/12/25**

*\*If products will be styled and photographed by Victoria, they must arrive at our office by 8/20/25.*

*\*Calendars subject to change.*



## PRINT RATES

<b>C2 (Inside front)</b>	\$25,957
<b>Spread</b>	\$21,631
<b>C4 (Back Cover)</b>	\$21,574
<b>Full Page</b>	\$12,361
<b>2/3 Page</b>	\$9,888
<b>1/2 Page</b>	\$8,034
<b>1/3 Page</b>	\$6,180
<b>1/4 Page</b>	\$4,789

**Victoria** bids readers to pause for a moment's repose within a gracious milieu comprising beautiful images and text. Carefully crafted features on travel, decorating, entertaining, entrepreneurship, and creative pursuits celebrate a return to loveliness.

### **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](mailto:jcarey@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).**





# Victoria

## 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 *Victoria* 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	\$1,752
¼ page	\$973

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





# Victoria

## FAVORITE FINDS

The editors of *Victoria* 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 [victoriomag.com](http://victoriomag.com), 3 carousel social media posts and 3 *Victoria* 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 [victoriomag.com](http://victoriomag.com), 1 carousel social media post and 1 *Victoria* e-newsletter mention.

SPECIAL ADVERTISING SECTION



## 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 *Victoria'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       | 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.*