

Tea Time



2026 MEDIA KIT



PRINT

Total Distribution (Frequency 6x)

74,000

DIGITAL

Average Monthly Pageviews

450,000

TOTAL AUDIENCE:

524,000

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 2025 Statement of Ownership; Digital: GA4, HubSpot and Meta, 2025; Ruzinsky Research Hoffman Media, LLC Subscriber Study



DEMOGRAPHIC

Female

98.6%

Average Age

60.5

Average HHI

\$139,000

Own Their Home

85.5%

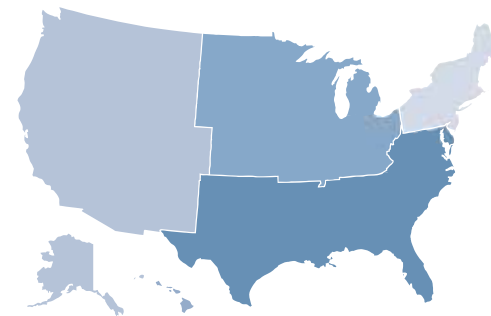
Married

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: CELEBRATIONS
ON SALE: 1/6/26**

- A Lenten teatime
- Mardi Gras afternoon tea
- Valentine's Day tea celebration
- The tea scene of Memphis, Tennessee
- Splendid wintertime teas in the UK
- Apothica Teas of Michigan
- Tips for assembling your own tea set
- Our favorite puerh blends
- Innovative tea gadgets
- A Japanese tea set for the belle of Boston

Materials deadline = 11/11/25

**MARCH/APRIL: SPRINGTIME DELIGHTS
ON SALE: 3/10/26**

- Teatime in the park
- Easter celebration
- St. Patrick's Day afternoon tea
- Victoria, British Columbia tearooms
- Easter tea menus in the UK
- The matcha craze
- Teapot collectors of astounding proportions
- Our favorite green teas
- Matcha accoutrements
- How tea is harvested

Materials deadline = 1/20/26

**MAY/JUNE: SUMMERTIME TRAVEL
ON SALE: 5/5/26**

- Tea in the flower garden
- Tennis-themed afternoon tea
- Americana teatime with iced tea
- Taking tea in Vienna, Austria
- Wimbledon teas in the UK
- Korean tea flowers
- Once upon a time in a teashop
- Our favorite berry blends
- Iced tea things
- The reason tea calms our minds

Materials deadline = 3/17/26

**JULY/AUGUST: BEAUTIFULLY BRITISH
ON SALE: 6/30/26**

- London-inspired teatime
- A veritable high tea
- A posh English afternoon tea
- Castles of the Scottish Lowlands
(by Bruce Richardson)
- Thames River cruise afternoon teas
- Interview with Englishman Mike Baker
- Ruthie's Legacy: Tea and books
- Our favorite Earl Greys
- Literary tea things
- Who told England to add milk to tea?

Materials deadline = 5/5/26

**SEPTEMBER/OCTOBER: AUTUMNAL BLISS
ON SALE: 9/1/26**

- A formal fall teatime
- Tea among the leaves
- Mahjong-inspired afternoon tea
- Tearooms of New England
- Magical teatimes in the UK
- Tea party games
- The language of tea
- Our favorite chais
- Tea-themed board games
- How to make tea drinking more mindful

Materials deadline = 7/7/26

**NOVEMBER/DECEMBER: HAPPY HOLIDAYS
ON SALE: 10/27/26**

- An evergreen teatime
- The Nutcracker-themed tea
- An upscale New Year's Eve afternoon tea
- Gluten-free scone for the holidays
- Five truly "high" teas
- Shakespeare's Globe and other holiday teatimes
in the UK
- Say it with tea
- Our favorite mint blends
- Advent calendars for tea lovers
- 450 cups of tea before lunch—the life of a tea taster

Materials deadline = 8/25/26

CALENDARS SUBJECT TO CHANGE.



PRINT RATES

C2 (Inside front)	\$9,724
Spread	\$8,104
C4 (Back Cover)	\$6,367
Full Page	\$4,631
2/3 Page	\$3,704
1/2 Page	\$3,010
1/3 Page	\$2,315
1/4 Page	\$1,794

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 \$1,147

¼ page \$637

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

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 *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 42 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.