LOUISIANA COOKIN'®

2026 MEDIA KIT



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LOUISIANA COOKIN'

Louisana 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	Digital	Total
25,000	583,000	608,00

OWN THEIR HOME
97.5%

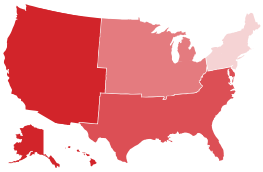
FEMALE
71.7%

AVERAGE AGE
61.3 years

MARRIED
66.1%

RETIRED
61.5%

AVERAGE HOUSEHOLD INCOME
$160.3K



SOUTH 69%
WEST 11%
MIDWEST 12%
NORTHEAST 8%

Sources – Print: Publisher's 2025 Statement of Ownership; Digital: GA4, HubSpot and Meta, 2025; Ruzinsky Research Hoffman Media, LLC Subscriber Study

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LOUISIANA COOKIN'

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%

HAVE 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 IN THE PAST YEAR
43%

Source: Ruzinsky Research, Hoffman Media, LLC Subscriber Study

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LOUISIANA COOKIN'

2026 Editorial Calendar

JANUARY/FEBRUARY: THE NOSTALGIA ISSUE
MATERIALS DUE: 11/10/26 ON SALE: 1/6/26

New Ways with King Cakes • Red Beans and Rice Remix
Nostalgic Recipes with Marcelle Bienvenu • Must-Stop Gas Station Eats
Dishing with Julie V, the Sausage Queen • A Weekend Away in Houston, TX

MARCH/APRIL: CAJUN, CREOLE, AND BEYOND ISSUE
MATERIALS DUE: 1/12/26 ON SALE: 3/10/26

Personal profiles from around the Bayou State
New and Classic Crawfish Recipes • Can't-Miss Boudin Spots
Cooking with Fava Beans • A Weekend Away in Hot Springs, AR
Dishing with Cory Bahr • Exploring the Bayou Cajun Way

MAY/JUNE: THE TRAVEL ISSUE
MATERIALS DUE: 3/2/26 ON SALE: 4/28/26

Best Bakers in the Bayou State • Exploring the Atchafalaya
Small-town Escapes • Gardens & Museums Worth Visiting
Big & Bold Hot Sauce Recipes • Seasonal Tomato Dishes

JULY/AUGUST: ON THE WATER ISSUE
MATERIALS DUE: 4/27/26 ON SALE: 6/30/26

Beyond the Bayou: LA-Born Folks Making Waves Across the Country
All Things Swamps, Bayous, and Coastal Marshes
Cook What You Catch: Seafood and Grilling Recipes
Can't-Miss Snoball Spots

SEPTEMBER/OCTOBER:
CHEFS TO WATCH 25TH ANNIVERSARY ISSUE
MATERIALS DUE: 7/6/26 ON SALE: 9/1/26

Trailblazing Chefs to Watch • Spotlights on Legendary Chefs
Best-Ever Barbecue across Louisiana • All About Okra
Inside the Industry with restaurateurs, oyster shuckers,
waiters, & more

NOVEMBER/DECEMBER: HOLIDAY TRADITIONS ISSUE
MATERIALS DUE: 9/8/26 ON SALE: 11/3/26

Feast of the Seven Fishes Menu • A Weekend Away in Fairhope, AL
Thanksgiving Family Feast • Christmas Festivals & Other Holiday Magic
Iconic Holiday Destinations in Louisiana
Must-Stay Historic Inns • Flame On: Brûléed & Flambéed Dishes

**Calendar subject to change.*

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LOUISIANA COOKIN'

Print Advertising

ADVERTISING RATES

COVER 2 (Inside Front).....$6,807
SPREAD.....$5,835
COVER 4 (Back Cover).....$4,863
FULL PAGE.....$3,889
2/3 PAGE.....$2,778
1/2 PAGE.....$2,223
1/3 PAGE.....$1,806
1/4 PAGE.....$1,389

AD SPECS

TRIM SIZE..... 7.875" x 10.5"
FULL PAGE..... 8.125" x 10.75" *(bleed only)*
2/3 PAGE..... 4.375" x 9.375"
1/2 PAGE (H)..... 6.875" x 4.625"
1/3 PAGE (SQ)..... 4.5" x 4.625"
1/3 PAGE (H)..... 2.9375" x 10.75" *(bleed only)*
1/3 PAGE (V)..... 2.1875" x 9.375"
1/4 PAGE..... 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 **$1,042**..... SIZE **1/2 page**
RATE **$579**..... 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
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JACOB CAREY
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SALES INFORMATION
For sales inquiries, contact:

AMY ROBERTSON
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LOUISIANA COOKIN'

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.

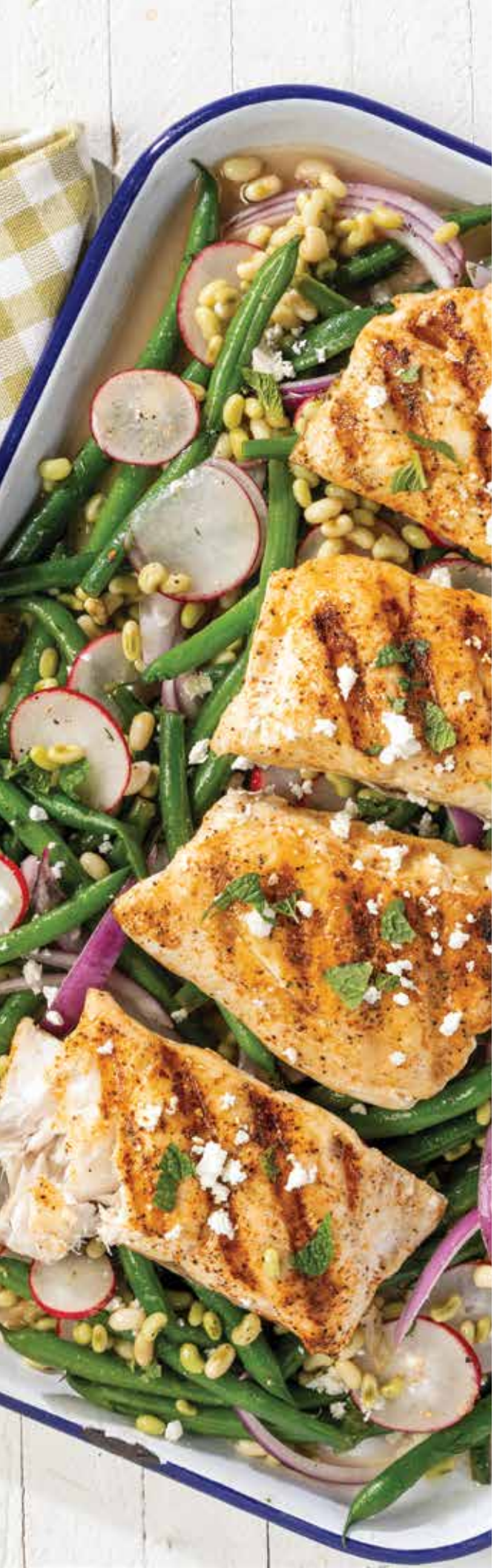
DIGITAL AD SPECS

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.

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LOUISIANA COOKIN'

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.

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.

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