Victoria



MEDIA KIT 2026

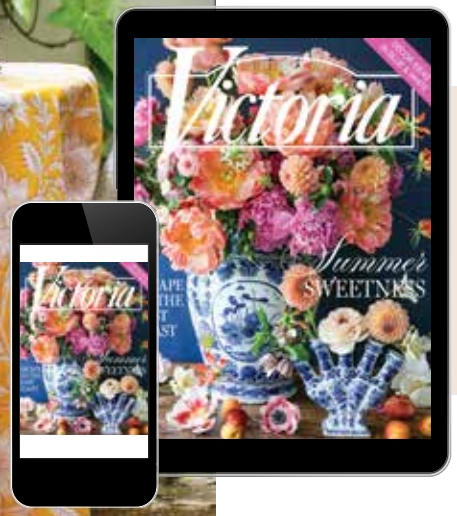


PRINT
200,000

Frequency: 6x

DIGITAL
745,000

TOTAL
945,000



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 2025 Statement of Ownership; Digital: GA4, HubSpot and Meta, 2025



DEMOGRAPHIC

Female
97.1%

Average Age
62

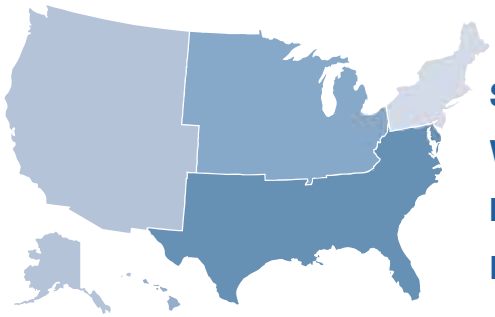
Average HHI
$139,000

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



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: 1/6/26

- Introducing 2026 Writer-in-Residence Patti Callahan Henry and Artist-in-Residence Carolina Elizabeth
- Annual Business of Bliss Special Section
- Favorite Things: A Gift of Roses
- Nourishing Recipes for the New Year
- Travel to Snow-Covered Chamonix-Mont-Blanc, France
- Discover the Romantic Floral Fashions of Sabine Masson
- We Highlight Jennifer L. Scott's Latest Book

>> Product integration opportunity: Valentine's Day Gifts
>> Travel integration: Cozy Winter Escapes

Materials deadline* = 11/5/2

MARCH/APRIL: SPRINGTIME ESCAPES TO IRELAND
ON SALE: 2/24/26

- Lily of the Valley Adds Charm to an Easter Brunch
- Admire the Timeless Beauty of St. Patrick's Cathedral
- Touring: Cork, Kinsale, and Cobh
- Retreat to the BallyFin Desme Hotel and Sheen Falls Lodge
- Artist Nell Stritch Invites Us into Her Pressed Flowers Studio
- Irish Heritage Prevails among the Wares of a Perfumery, a Candle Company, and a Wool Store

>> Product Integration Opportunity: Garden Treasures
>> Travel Integration: Garden Paths

Materials deadline* = 1/10/2025

MAY/JUNE: THE FRENCH ISSUE
ON SALE: 4/21/26

- Visit the Antiques Markets of Nice
- Our Entertaining Menu Takes Guests Up, Up, and Away
- Meet France's Queen of Needlepoint, Annie Bouquet
- Marvel at the Historic Château de Chantilly
- Couture Embroider Rebecca Devaney Introduces Us to a Favorite Parisian Haberdashery, Ultra Mod
- Photographer Georgianna Lane's Latest Book

>> Product integration opportunity: French-Inspired Finds
>> Travel integration: Bed-and-Breakfast Getaways

Materials deadline* = 3/5/25

JULY/AUGUST: PATRIOTIC SUMMER
ON SALE: 6/23/26

- Carolina Elizabeth's Handmade Pottery
- Celebrate America's 250th Birthday in Williamsburg
- Favorite Things: Patriotic Gifts
- Recipes That Preserve the Past
- Savannah's Historic Green-Meldrim House
- Visit the Home and Gardens of Designer Mary Finch
- Blue-and-White Interiors Exude Classic Grace

>> Product integration opportunity: Colorful Entertaining
>> Travel integration: Summer Sojourns

Materials deadline* = 5/9/25

SEPTEMBER/OCTOBER: THE BRITISH ISSUE
ON SALE: 8/18/26

- Meet a Trio of London Designers Who Often Dress Women in the Royal Family
- Discover Tabletop Treasures at Fiona's Finds
- British Elegance Meets Charleston Style in Ensembles from Women's Clothing Brand Kait & Crowne
- Journey with Us to Wales
- Join a Traditional Quail Hunt
- Admire the Luxury Scottish Textiles of Araminta Campbell

>> Product integration opportunity: Historic Destinations
>> Travel integration: Teatime Treasures

Materials deadline* = 7/10/25

NOVEMBER/DECEMBER: THE HOLIDAY ISSUE
ON SALE: 10/20/26

- Favorite Things: Gift Guide
- Holiday Interiors, Including the Home of Writer-in-Residence Patti Callahan Henry
- Chimes Essayist's Memories of New Year's Eve
- Caroling Party Menu
- A Tasha Tudor Christmas
- Festive Yuletide Travels
- Readers Trim the Tree with Cherished Collections

>> Product integration opportunity: Holiday Gifts
>> Travel integration: Old-World Christmas

Materials deadline* = 9/12/25

**Calendars subject to change.*



PRINT RATES

C2 ***(Inside front)***	$23,814
Spread	$19,845
C4 ***(Back Cover)***	$19,793
Full Page	$11,340
⅔ Page	$9,072
½ Page	$7,371
⅓ Page	$5,670
¼ Page	$4,394

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"

⅔ Page
4.375" x 9.375"

½ Page (Horizontal)
6.875" x 4.625"

⅓ Page (Square)
4.5" x 4.625"

⅓ Page (Horizontal with bleed)
2.9375" x 10.75"

⅓ Page (Vertical)
2.1875" x 9.375"

¼ 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.





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	$1,607
¼ page	$893

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



Victoria

GIFTS WE LOVE

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 victoriamag.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 victoriamag.com, 1 carousel social media post and 1 *Victoria* e-newsletter mention.



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 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/

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.