

# HOFFMAN MEDIA, LLC

[www.Hoffmanmedia.com](http://www.Hoffmanmedia.com)

Cooking with  
**paula**  
deen

SOUTHERN  
*Lady*

TASTE  
of the south

Victoria

**CONTACT:** Robyn Brown Hoglan, 205-262-2137 [rhoglan@hoffmanmedia.com](mailto:rhoglan@hoffmanmedia.com)  
Sarita Lew, 404.316.3983 [slew@hoffmanmedia.com](mailto:slew@hoffmanmedia.com)  
Scott Sheppard, 205.262.2165 [ssheppard@hoffmanmedia.com](mailto:ssheppard@hoffmanmedia.com)

Feel the impact of the powerful brands at Hoffman Media! The STS program in Cooking with Paula Deen, Southern Lady, Taste of the South, and Victoria features the Escape to the Southeast advertorial section plus a postage paid BRC. You'll reach 5 million readers with a penchant for travel all at the special STS rate.

	<i>Cooking with Paula Deen</i>	<i>Victoria</i>	<i>Southern Lady</i>	<i>Taste of the South</i>
<b>SPACE:</b>	12/18/2009	12/28/2009	12/28/2009	12/1/2009
<b>MATERIAL:</b>	1/8/2010	1/3/2010	1/11/2010	2/14/2009
<b>ON SALE:</b>	3/2/2010	2/23/2010	3/2/2010	2/2/2010
<b>RATES (gross):</b>	4C Full: \$36,840 4C ½ Page: \$23,580 4C ⅓ Page: \$17,680 4C ¼ Page: \$6,500 B&W Full: \$29,480	4C Full: \$11,370 4C ½ Page: \$6,840 4C ⅓ Page: \$5,460 4C ¼ Page: \$2,400 B&W Full: \$9,100	4C Full: \$3,970 4C ½ Page: \$2,600 4C ⅓ Page: \$1,900 4C ¼ Page: \$730 B&W Full: \$3,180	4C Full: \$3,780 4C ½ Page: \$2,200 4C ⅓ Page: \$1,900 4C ¼ Page: \$680 B&W Full: \$3,020

#### ADDED VALUE

- Online ad exposure in STS section on all four magazine websites ( \$16,000 value)
- Postage paid STS BRC for all four magazines (\$15,500 value)
- Inclusion in Reader Response in book and online (\$33,600 value)
- Property mention in advertorial special sections (value dependent on ad size)

**STS MEMBERS DISCOUNT:** 40% off rate card; 5% for 2 book combo; deeper discounts for additional books

	<i>Cooking with Paula Deen</i>	<i>Victoria</i>	<i>Southern Lady</i>	<i>Taste of the South</i>
<b>CIRCULATION</b>	725,000	250,000	100,000	100,000
<b>READERS PER COPY</b>	8.63	3.5	3.6	3.6
<b>MEDIAN HHI</b>	\$63,407	\$64,034	\$112,500	\$87,500
<b>MEDIAN AGE</b>	47.5 years	47.6 years	57	52
<b>MEDIAN HOME VALUE</b>	\$182,827	\$275,000	\$275,000	\$175,000

**WEB COMPONENT** No charge - included as added value for STS member advertisers



Multi-book  
discounts for STS!  
Buy 2, get 5% off  
Buy 3, get 7% off  
Buy 4, get 10% off



## The **VIBRANT BRANDS** at Hoffman Media reach today's traveler effectively!

With a portfolio of quality, niche magazines, Hoffman Media delivers readers from across the country that are highly engaged in our pages. **More than 9 million of them look to us for lifestyle, food, and travel content six times a year.**