

Tea Time®



FOR MILLIONS OF PEOPLE, a way of life has been built around the enjoyment of a cup of tea. It is a part of their parties, their hobbies, their vacations, and their social activities. They are inspired by tea etiquette, history, and, best of all, the thought of hosting a tea party.

To quench the thirst of consumers who share this special lifestyle interest, *TeaTime* magazine shares inspirational tea-party menus and table-setting ideas, tea-focused destinations and events, tea traditions, and much more. As one of the only consumer publications focused on tea, *TeaTime* is the go-to source for tea enthusiasts.

media
Kit 2012

readership



demographics

Female: 99%

Average age: 53 years

Average HHI: \$84,055

Average home value: \$250,091



engaged

Spend an average of **1.4 hours** with each issue of *TeaTime*

88% save the entire issue

86% rate *TeaTime* as one of their favorites

Prepare an average of **2.7 recipes** from each issue

tea enthusiasts

81% have visited a tearoom in the last year

72% purchased tea wares or teapots in the last year

61% plan to purchase tea wares or teapots in the next year

Spent a total of **\$87,000** on tea wares/teapots in the last year

65% enjoy a cup of tea one or more times a day

entertainers

Tea parties are the **#1 occasion** for using *TeaTime* recipes

59% entertain once or more a month

Spent an average of **\$419** on entertaining expenses in the last year

6 out of 10 plan to host a tea party in the next 12 months

1 in 2 host afternoon teas

Average number attending their tea party: **7.5 people**

traveling audience

In the last year:

76% have taken a domestic trip

Took an average of **3.4 trips**

Spent an average of **\$3,139** on domestic travel

60% have visited a tearoom while on a domestic trip



circulation

Frequency: 6x/year | **Total readership:** 169,000 | **Readers per copy:** 2.6
Average paid copies: 65,000 | **Cover price:** \$4.99 | **Subscription price:** \$19.98



73%
INCREASE
in circulation since 2004

the power of hoffman media

Publisher of nine successful circulation-driven titles such as *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Phyllis Hoffman Celebrate*, and *TeaTime*.

Committed to a 30/70% ad/edit ratio maximum in all our magazines, guaranteeing a clean, uncluttered environment for readers and advertisers.

Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



2012 ISSUE DATES AND CLOSINGS

ISSUE:	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sept/Oct	Nov/Dec
Ad Closing/ Materials Due:	10/31/11	12/13/11	2/21/12	4/17/12	6/19/12	8/21/12
On-Sale:	12/27/11	3/6/12	5/1/12	7/3/12	9/4/12	10/30/12

2012 ADVERTISING RATES

Ad Size:	1X	3X	6X
Inside Front Cover	\$3,800	\$3,600	\$3,400
Inside Back Cover	\$3,400	\$3,200	\$3,100
Back Cover	\$3,900	\$3,700	\$3,500
Full Page	\$3,130	\$2,970	\$2,820
2/3 Page	\$2,500	\$2,380	\$2,250
1/2 Page	\$2,030	\$1,930	\$1,830
1/3 Page	\$1,500	\$1,430	\$1,350
1/4 Page	\$1,100	\$1,050	\$990
1/6 Page	\$780	\$740	\$700
1/8 Page	\$590	\$560	\$530
1/12 Page	N/A	\$250	\$240

Business Reply Card—Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertising page.

Inserts—Pricing available upon request.

Combined Frequency—Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.

Terms—Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

CONTRACT CONDITIONS

- The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication, or distribution of the magazine.
- The Publisher reserves the right to reject, cancel, and/or request alterations to the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."
- The Publisher may hold the advertiser and its advertising agency jointly and severally liable for all sums due and payable to the Publisher.
- The liability of the Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit, or any other damages resulting from the error.
- The Publisher cannot assume responsibility for errors or omissions in key changes.
- Advertisers may not cancel orders for advertising after the closing date.

AD DIMENSIONS

Publication Trim Size: 7.875" x 10.5"

Note: Keep all vital advertising material at least .25" from final trim edge.

Size:	Non-Bleed:	Bleed:
Full Page	6.875" x 9.375"	8.125" x 10.75"
2/3 Page	4.5" x 9.375"	Available upon request
1/2 Page (Horizontal)	6.875" x 4.625"	Available upon request
1/3 Page (Square)	4.5" x 4.625"	N/A
1/3 Page (Vertical)	2.1875" x 9.375"	Available upon request
1/4 Page	3.375" x 4.625"	N/A
1/6 Page (Vertical)	2.1875" x 4.625"	N/A
1/8 Page	3.375" x 2.25"	N/A
1/12 Page	2.1875" x 2.25"	N/A

ELECTRONIC FILE REQUIREMENTS

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen—limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

PLEASE NOTE:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.

PRODUCTION CONTACT INFORMATION

Attn: TeaTime—Production

Hoffman Media LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243

Phone: 205-262-2143 Fax: 205-991-0071
production1@hoffmanmedia.com