

## Cooking with Paula Deen MEDIA KIT



Cooking with  
**paula** deen

### ADVERTISING OFFICES

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## EDITORIAL OVERVIEW

*Cooking with Paula Deen* is a true expression of the Paula Deen brand — uncomplicated down-home recipes, family traditions, creative food presentations, and entertaining ideas. Paula shares her life and family with readers in each issue, highlighting everything from travel and home décor to parties and gardening.



## DEPARTMENTS

- **Food** — *Let's Get Cookin'* is the cookbook and main body of recipes. Featured chefs, friends' recipes, *Bubba's Best*, *Golden Ring*, and *Table for Two* are all regulars in the food section. *Light and Luscious* offers readers lighter alternatives to Paula's signature recipes.
- **Home & Garden** — This section features home and kitchen makeovers, style ideas, and décor. Inside and out, Paula welcomes and celebrates food all around the home!
- **Travel & Dining** — *Hit the Road* brings this section to life, enticing readers to visit new places and try new recipes from across the country. Paula and friends also share charitable opportunities to enlighten the reader.
- **Special People** — This section focuses on individuals who have made a difference in the food industry or are interesting entrepreneurs in the fields of home and garden.



## THE POWER OF PAULA

A true “rags to riches” story, Paula Deen has won the hearts of millions with her authentic nature, Southern hospitality, and unpretentious approach to cooking. Over fifteen years ago, Paula started a home-based lunch delivery business in Savannah, Ga., that rescued her from a battle with agoraphobia and grew into a thriving restaurant, two television shows, countless media appearances, cookbooks, sauces, spices, and a magazine.

Paula's genuine warmth shines through in her every endeavor, captivating fans across the country and engaging them in hospitality that knows no regional boundaries. Her recipes bring the family back around the table and celebrate the joys of entertaining with home-cooked meals and simple presentations.

## Destinations

*Winter Weekends*

### JANUARY/FEBRUARY

**Destinations: Winter Weekends** — The perfect weekend getaways are featured for those planning midwinter excursions. Showcase your property in this special advertising section to bring them to you.

### MARCH/APRIL

**Going Green** — This special editorial section highlights environmentally friendly products for the home and garden.

### MAY/JUNE

**Destinations: Family Favorites** — The perfect family destinations are featured for those planning Spring Break and/or summer vacations. Showcase your property in this special advertising section to get on readers' lists of must-see places.

## Destinations

*Family Favorites*

### JULY/AUGUST

**Destinations: Mountain Getaways** — The beauty and majesty of the mountains are featured for readers looking to escape. Tell your property's unique story in this special advertising section, and bring them to marvel at the grandeur in your neck of the woods.

## Destinations

*Mountain Getaways*

### SEPTEMBER/OCTOBER

**Sunday Night Suppers** — In this special editorial section, we celebrate and encourage families to get back around the table on Sunday night and throughout the week. The section features easy recipes, tips for family activities, and reader stories of family traditions/togetherness.



### NOVEMBER/DECEMBER

**Paula's Recipe Roundup** — This annual special editorial section features the winning recipes from our cooking contest. Sponsors' brands are used in recipe submissions and highlighted in the section.

Sections and events are subject to change. Other events and programs may be available, as well as custom merchandising based on advertising commitment.





**OUR READERS...**

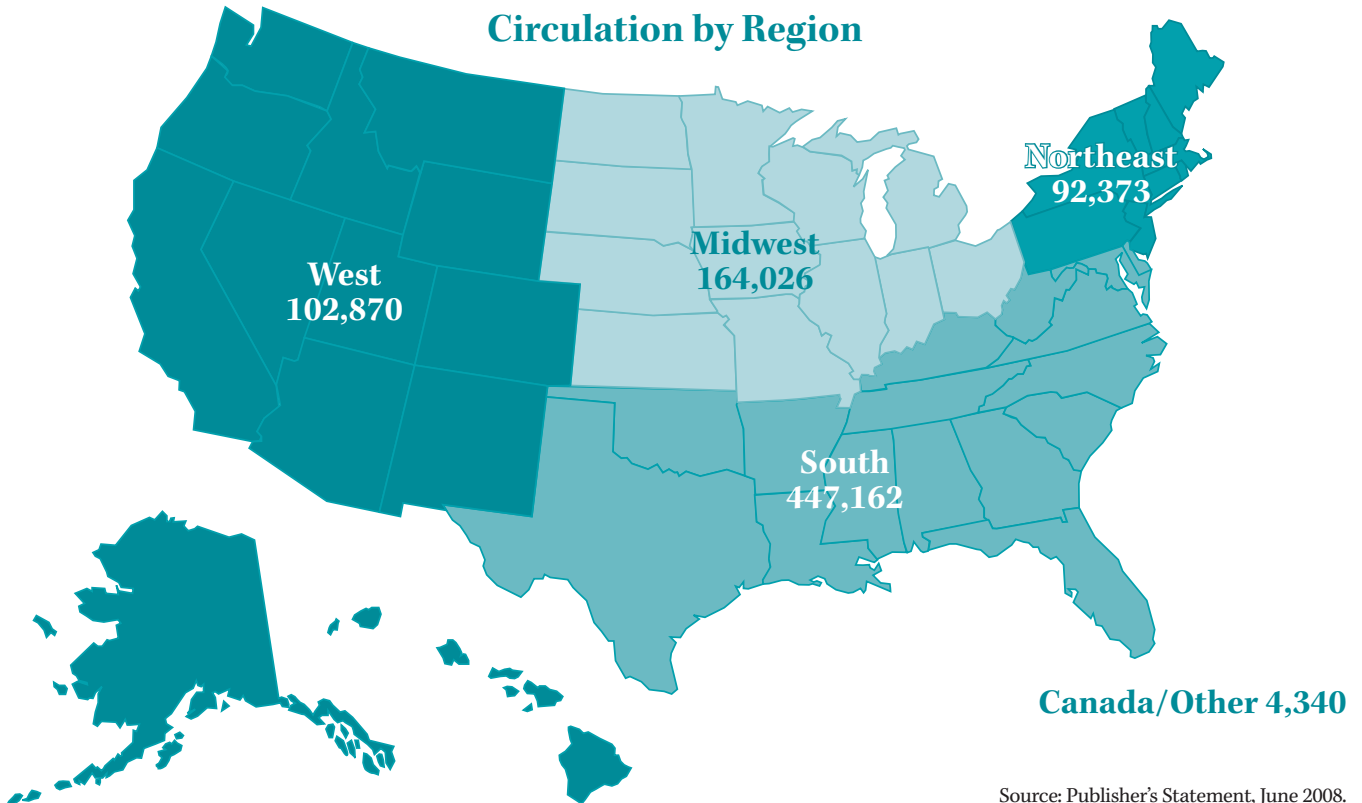
- **Male/Female Ratio:** 13%/87%
- **Median Age:** 47.5 years
- **Median HHI:** \$63,407
- **Attended College+:** 52%
- **Married:** 65%
- **Homeowners:** 74%
- **Median Home Value:** \$182,827

**CIRCULATION**

- **Frequency:** 6x/year
- **Rate base:** 775,000
- **Readers per copy:** 8.63
- **Total readership:** 7.5 million
- **Cover price:** \$4.99
- **Subscription price:** \$19.98

Source: 2008 Fall MRI.

**Circulation by Region**



Source: Publisher's Statement, June 2008.

**Travel**  
*Cooking with Paula Deen*  
 delivers travelers!

**IN THE LAST 12 MONTHS...**

- **64%** of *Cooking with Paula Deen* readers took a domestic trip.
- Our readers spent an average of **5 nights** away on a domestic trip.
- Our readers traveled an average of **676 miles**.
- Top activities while on a domestic vacation were **sightseeing, shopping, visiting friends/relatives, and going to the beach**.
- **43%** of our readers traveled to the South, making it the #1 domestic travel destination.
- Our readers spent an average of **\$1,721** on domestic trips.

Source: 2008 Spring MRI, Publisher-defined prototype.



Our readers barbecue, bake, or cook for fun:

- Once a month or more: **45%**    - Twice a month or more: **41%**
- Once a week or more: **31%**
- **79%** of our readers cook meals frequently.
- **67%** of our readers usually plan dinners in their home ahead of time.
- **Four out of five** readers own kitchen/cooking appliances.
- Purchased **in the last 12 months**:

**Index**

**Automatic dishwasher** .... 142  
**Built-in range/oven**..... 110  
**Coffeemaker** ..... 130  
**Stove/range** ..... 116  
**Microwave** ..... 103  
**Rangehood** ..... 139  
**Refrigerator** ..... 121

Source: 2008 Spring MRI, Publisher-defined prototype.

**Food/Kitchen**  
*Cooking with Paula Deen*  
 delivers food and  
 entertaining enthusiasts!



- **93%** of *Cooking with Paula Deen* readers will renew their subscriptions.
- Our readers prepare on average **4.7** recipes from each issue of *Cooking with Paula Deen*.
- **83%** of our readers have used *Cooking with Paula Deen* recipes for everyday meals.
- Our readers entertain family and friends in home an average of **2 times** per month.
- **93%** of our readers rate *Cooking with Paula Deen* as “one of my favorites” or “very good.”

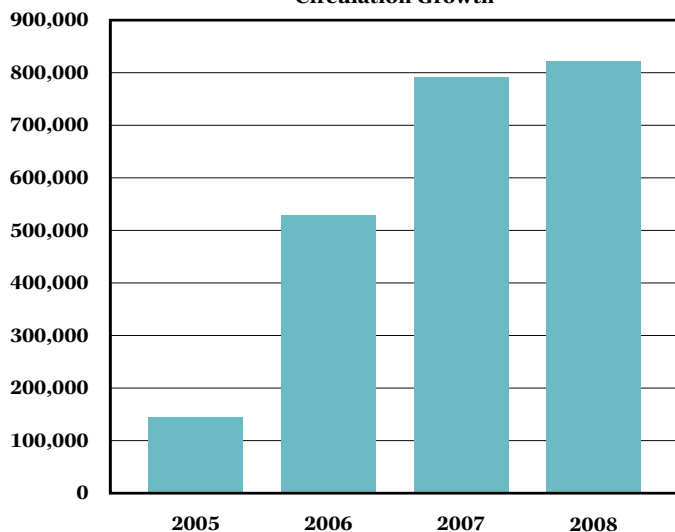


Source: 2008 *Cooking with Paula Deen* Readership Survey.

**Engagement**  
*Cooking with Paula Deen*  
 delivers highly  
 engaged readers!



Circulation Growth



**We continue to have a STRONG rate base each year!**

- We have consistently **made or exceeded** rate base with NO verified copies.
- *Every Day with Rachael Ray*, *Everyday Food*, and *Southern Living* have used verified copies to make rate base.

**Newsstand sales are down, but we've experienced 207% GROWTH!**

- Newsstand sales make up **37%** of our total circulation, which is much higher than our competitors'.
- *Cooking with Paula Deen* has been **recognized twice** in only two years by Capell's Circulation Report for its newsstand growth

**Subscribers pay ONE PREMIUM PRICE for just SIX issues a year!**

- Our average subscription price per copy is **nearly double** that of *Southern Living*, *Everyday Food*, and *Cooking Light*!
- In fact, our readers pay **94%** of the suggested retail price.

\*Competitive set includes: *Cooking Light*, *Everyday Food*, *Every Day with Rachael Ray*, *Martha Stewart Living*, and *Southern Living*. Sources: December 2005, 2006, and 2007 ABC Statements.