

# sandra lee Semi-Homemade®

2011 MEDIA KIT



Sandra Lee has a passion for home solutions. She shares her savvy techniques to save time and money on her TV shows, in her cookbooks, and as Editor-in-Chief of *Sandra Lee Semi-Homemade*. This magazine embraces Sandra's trademark philosophy of **smart shortcuts** that achieve dramatic results. It features imaginative ideas for feeding your family, hosting a dinner party, and more. Unique in the industry is Sandra's belief that it is important to **call out specific products** used in a recipe, which creates tremendous **brand integration** opportunities for advertisers.

# Our Signature MARKETING PROGRAMS

## Editorial Integration Through:



### PANTRY PERFECT (shown left)

Advertisers are incorporated throughout our recipes and are called out on our “Pantry Perfect” page with a product shot and additional product usage tips.

### MONEY SAVING MEALS (shown above)

In this feature, advertiser brands are called out in the recipe ingredients and in the shopping list. Plus there's the opportunity to place brand creative on the back of the grocery list that goes to the store with our readers. Advertorial adjacencies are also available.



Semi-Homemakers love to throw a party—but, with their busy schedules, they need shortcuts to pull it off beautifully. The Party Planning Guide gives them a theme, menu, tablescape, and brands to help them do just that. With year-long integration, advertisers tap into readers' need for products that make their gathering (and the prep work) simple, yet dramatic.

# {editorial}

## JANUARY/FEBRUARY

**ISSUE THEME:** Chocolate Lover's

This issue is filled with recipes for those who love a sweet treat. Chocolate delicacies, cozy winter recipes, and a Valentine dinner party will get readers excited for the New Year!

## MARCH/APRIL

**ISSUE THEME:** Spring is in the Air

This spring we'll help freshen up the kitchen with new gadgets and must-have tabletop items. The pages are full of fresh recipes and entertaining ideas from banana desserts and a meal made of cheese to a spring bridal shower and an Easter family reunion.

## MAY/JUNE

**ISSUE THEME:** Outdoor Entertaining

As spring gives way to warmer weather, we take the festivities outside. A tribute to moms and dads leads the monthly celebrations with full tablescapes and menus. Other stories feature recipes that are easily transported to your favorite picnic spot. Berry dishes and desserts are family favorites and make outdoor entertaining easy.

## JULY/AUGUST

**ISSUE THEME:** Outdoor Grilling

This issue centers around sizzling menus from the grill. Recipes and tips will continue to feature the summer outdoor entertaining theme with ease and affordability. Crowd-pleasing dishes range from fajitas to no-bake desserts and a luau-themed feast.

## SEPTEMBER/OCTOBER

**ISSUE THEME:** Fall Favorites

A back-to-school cookout will help readers transition into fall. This issue is filled with easy weeknight meals, healthy snacks, and favorite fall desserts. Of course, we'll have lots of fun with Halloween treats and decorating tricks, too!

## NOVEMBER/DECEMBER

**ISSUE THEME:** Holidays Made Easy

The holidays are the perfect backdrop for food. Of course, we provide recipes for every holiday party, along with tips for making your table look great without breaking the bank. Baked goodies and simple desserts will star as Semi-Homemade gift ideas from the kitchen. Other stories include a variety of easy and affordable tablescapes that carry readers from Thanksgiving through New Year's.

Editorial features subject to change.



## the POWER of Hoffman Media

Publisher of ten successful circulation-driven titles such as *Cooking with Paula Deen*, *Sandra Lee Semi-Homemade*, *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 subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



**FOOD:** The heart of the magazine is food, and the pages are filled with recipes and tips for preparing mouthwatering meals from pantry to plate with ease. Along with a multitude of recipes, the pages introduce simple and inspiring tips to build reader confidence in the kitchen.

- Money Saving Meals
- 20 Minute Meals
- Brilliant Bakes
- Light Fare
- Kimber's Family Favorites
- 4 Ways

**ENTERTAINING:** Sandra loves to entertain and has her own special style in doing so. She likes to make a show, but she is all about the shortcuts. This department offers impressive seasonal and holiday-specific entertaining ideas that are quick and affordable.

- Calendar Celebrations
- Cocktail Time
- How to Host
- When Girls Gather

**SHORTCUT CHIC:** A fabulous up-front column showcasing sweet and simple projects that deliver impressive results.

{circulation}

AVERAGE PAID COPIES: 300,000\*

TOTAL READERSHIP: 1,319,000\*

FREQUENCY: 6x/year

SUBSCRIPTION PRICE: \$19.98

NEWSSTAND PRICE: \$4.99



\*Effective with the Jul/Aug issue.



# {research}

## Demographic Profile

MEDIAN AGE: 45 years | MEDIAN HHI: \$62,028

MEDIAN HOME VALUE: \$212,723

MALE/FEMALE: 15/85%

## Our readers notice our ads

- **81%** rate the magazine as “very good/one of my favorites”
- **3 out of 4** have an interest in advertising found in *Sandra Lee Semi-Homemade*
- They spend an average of **1.42 hours** with each issue



## Our readers cook

- **9 out of 10** are likely to use the recommended brand name in a recipe
- Our readers prepare an average of **3.2 recipes** from each issue
- **Over one-half** of our readers plan dinner menus ahead of time
- **Two-thirds** make 2 or more visits to the grocery store each week

Sources: 2010 *Sandra Lee Semi-Homemade* Subscriber Study conducted by Litchfield Research; 2011 & 2010 Spring GfK MRI, Publisher-defined prototype.



## SALES contacts

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| ISSUE       | SALES CLOSE | ON-SALE  |
|-------------|-------------|----------|
| Jan/Feb 11  | 10/26/10    | 12/28/10 |
| Mar/Apr 11  | 12/30/10    | 2/22/11  |
| May/Jun 11  | 2/24/11     | 4/19/11  |
| Jul/Aug 11  | 4/27/11     | 6/28/11  |
| Sept/Oct 11 | 6/27/11     | 8/23/11  |
| Nov/Dec 11  | 8/31/11     | 11/1/11  |

## 2011 ADVERTISING RATES

|                   | 1X       | 3X       | 6X       |
|-------------------|----------|----------|----------|
| <b>Cover 2</b>    | \$30,240 | \$28,730 | \$27,220 |
| <b>Cover 3</b>    | \$27,720 | \$26,330 | \$24,950 |
| <b>Cover 4</b>    | \$31,500 | \$29,930 | \$28,350 |
| <b>4-COLOR</b>    |          |          |          |
| <b>Full page</b>  | \$25,200 | \$23,940 | \$22,680 |
| <b>2/3 page</b>   | \$20,160 | \$19,150 | \$18,140 |
| <b>1/2 page</b>   | \$16,380 | \$15,560 | \$14,740 |
| <b>1/3 page</b>   | \$12,100 | \$11,500 | \$10,890 |
| <b>1/4 page</b>   | \$8,820  | \$8,380  | \$7,940  |
| <b>B&amp;W</b>    |          |          |          |
| <b>Full page</b>  | \$20,160 | \$19,150 | \$18,140 |
| <b>2/3 page</b>   | \$16,130 | \$15,320 | \$14,520 |
| <b>1/2 page</b>   | \$13,100 | \$12,450 | \$11,790 |
| <b>1/3 page</b>   | \$9,680  | \$9,200  | \$8,710  |
| <b>1/4 page</b>   | \$7,060  | \$6,710  | \$6,350  |
| <b>FAST FINDS</b> |          |          |          |
| <b>Full page</b>  | \$14,360 | \$13,640 | \$12,920 |
| <b>1/3 page</b>   | \$9,050  | \$8,600  | \$8,150  |
| <b>1/6 page</b>   | \$5,330  | \$5,060  | \$4,800  |
| <b>1/8 page</b>   | \$3,130  | \$2,970  | \$2,820  |

**BRC:** \$19,760; 6" x 4" card. All business reply cards must accompany a minimum of a full-page black and white 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.

## DIMENSIONS

**Publication Trim Size**.....8" x 10.875"

|                          | Non-Bleed         | Bleed                  |
|--------------------------|-------------------|------------------------|
| <b>Full page</b> .....   | 7.5" x 10.375"    | 8.25" x 11.125"        |
| <b>2/3 page</b> .....    | 4.4375" x 9.5"    | Available upon request |
| <b>1/2 page H</b> .....  | 6.75" x 4.6875"   | Available upon request |
| <b>1/2 page V</b> .....  | 3.3125" x 9.5"    | Available upon request |
| <b>1/3 page SQ</b> ..... | 4.4375" x 4.6875" | N/A                    |
| <b>1/3 page V</b> .....  | 2.1875" x 9.5"    | Available upon request |
| <b>1/4 page</b> .....    | 3.3125" x 4.6875" | N/A                    |

Call your Fast Finds representative to request dimensions.

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

## 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.**

## 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 in 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.

### PRODUCTION CONTACT INFORMATION

**Attn: Sandra Lee Semi-Homemade—Production**

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