

sandra lee Semi-Homemade[®]

NEW
MAGAZINE
LAUNCH





*simple solutions,
dramatic results*

Resourcefulness was something Sandra Lee learned at a young age. Her grandmother, a big influence in her life, taught her simple ways to *make life special*—even if you didn't have a lot of time or money. As the oldest child in a struggling home, Sandra grew up knowing what it meant to take care of the family, make money stretch, and build a life amid the chaos.

She learned to be **resourceful** and translated that into a career helping women across the country do the same. Sixteen years ago, she created Semi-Homemade to help women **maximize their time, minimize their effort, and still achieve dramatic results**. The Semi-Homemade concept employs 70% convenience products and 30% fresh/creative touches to give women the **"made-from-scratch" results** without all the work.

Her Food Network show, *Semi-Homemade* is entering its fifth season as one of the highest rated shows on the network. Sandra is also a *New York Times* Best-Selling Author of 16 cookbooks and entertaining books, as well as a memoir.



semi-homemade concept

Sandra's Semi-Homemade concept has been embraced by women across America—**women who want time** to do more outside the kitchen. It's particularly appealing to the **overextended homemaker** who struggles to balance work, family, and home.

SEMI-HOMEMADE OFFERS WOMEN:

- simple solutions for the entire home—to make life easier and to give her more time with friends and family
- a beautiful look to her meals, table, and home

This woman wants to have it all—a happy family, healthy lifestyle, productive career, community involvement, and social standing.



new launch



Beginning with the February/March 2009 issue, the **Semi-Homemade** brand will be extended through a bimonthly magazine to provide **ideas** and **shortcuts** for the **entire home**.



Mission Statement

Using her signature 70% ready-made product plus 30% fresh/creative ingredients, *Sandra Lee Semi-Homemade* magazine is simple solutions for dramatic results in all areas of life. Reserving precious time for family and friends, this rescue plan for busy women empowers readers to spend minimal time, energy, and patience to achieve crowd-pleasing results at mealtime, in the garden, in the way you look, throughout your home, and when entertaining.

editorial

Each issue brings readers **simple solutions** for achieving **dramatic results** in every part of their home. Sandra brings her 70/30 Semi-Homemade concept to:

- Recipes for quick and balanced meals,
- Entertaining themes and tablescapes, and
- Project ideas for home and garden.

With **clever shortcuts** on nearly every page, cooking, entertaining, gardening, and decorating **have never been easier!**



food faster brilliant bakes



Slice of Life

Open the shutters, and let the light shine in. It's time to celebrate spring and enjoy the simple things. Host an afternoon mix-and-merge, which combines lemonade and laughter in the most delightful way.



A FRESH BREEZE DANCES THROUGH THE ABLIGHT AND all the little things that make life so sweet are waiting to be enjoyed. It's time to celebrate spring and enjoy the simple things. Host an afternoon mix-and-merge, which combines lemonade and laughter in the most delightful way.

Luscious Lemon-Espresso Sorbet

- 1 lb. 3-ounce low-sugar-free low-calorie lemon-flavored gelatin dessert (Jell-O)
- 1 cup boiling water
- 1 cup cold water
- 1 cup frozen lemonade concentrate (FlavorIt)

In a mixing bowl, stir lemon-flavored gelatin with boiling water until dissolved, 2 minutes. When gelatin is completely dissolved, stir in cold water and lemonade concentrate (and lemonade concentrate) until well mixed. Cover with plastic wrap and cool in refrigerator for 30 minutes. Place lemonade mixture in 1 quart ice cream maker and freeze according to manufacturer's instructions. When softest in freezer, transfer to airtight container and freeze for at least 2 hours.

think lemon and citrus all time

Triple Lemon Cake

Makes 12 servings

- 1 1/2 cups (300g) sifted white cake mix, Betty Crocker
- 1/2 cup water
- 1/4 cup vegetable oil
- 3 eggs
- 2 teaspoons coconut extract, McComick
- 2 1/2 cups powdered sugar, divided
- 2 teaspoons lemon extract, McComick
- 2 1/2 cups (500g) cream cheese, softened, Betty Crocker
- 1/2 cup (100g) butter, softened, McComick
- 2 cups (400g) lemon slices

Preheat oven to 350°. Grease and flour three 8-inch round cake pans. In a large bowl, combine cake mix, water, oil, eggs, and coconut extract. Stir to combine just until mixed. Beat 1/2 medium speed for 2 minutes or until well blended. Stir in 1/2 cup powdered sugar, lemon extract, and lemon slices. Bake for 20 minutes or until a toothpick inserted into center of cakes comes out clean. Cool cakes in pans on cooling rack for 10 minutes. Spread cream cheese frosting onto top of cakes. Cool completely.

Top 1/2 cup of lemon extract into 1/2 cup of frosting. Add food coloring to 1 cup of frosting. Place 1 paper on serving platter. Spread half of the frosting-frosting over top of cakes. Top with second layer. Spread remaining yellow frosting over top of cakes. Top with remaining cake layer.

Food tips and ideas of cake with company can of frosting. Sprinkle remaining 1 cup of powdered sugar over top and garnish with cake. Garnish with lemon slices, if desired.

lessons learned

The key to making this cake is to use the right kind of frosting. I used a cream cheese frosting, which was too heavy and didn't hold up. I used a buttercream frosting, which was perfect. I also used a lemon extract, which was a great touch. I used a lemon extract, which was a great touch. I used a lemon extract, which was a great touch.

shortcut chic tablescapes



To save stress, look in the store facing certain aisles instead of the regular aisles. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.



home and garden organization



organizational skills

Get your closet in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.

Get your closet in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.



bathroom beauty

Get your bathroom in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.

pantry perfect

Get your pantry in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.

shortcut chic easy cocktail

lemon-y goodness

Get your cocktail in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.



shortcut chic decorative details



pretty little grapes

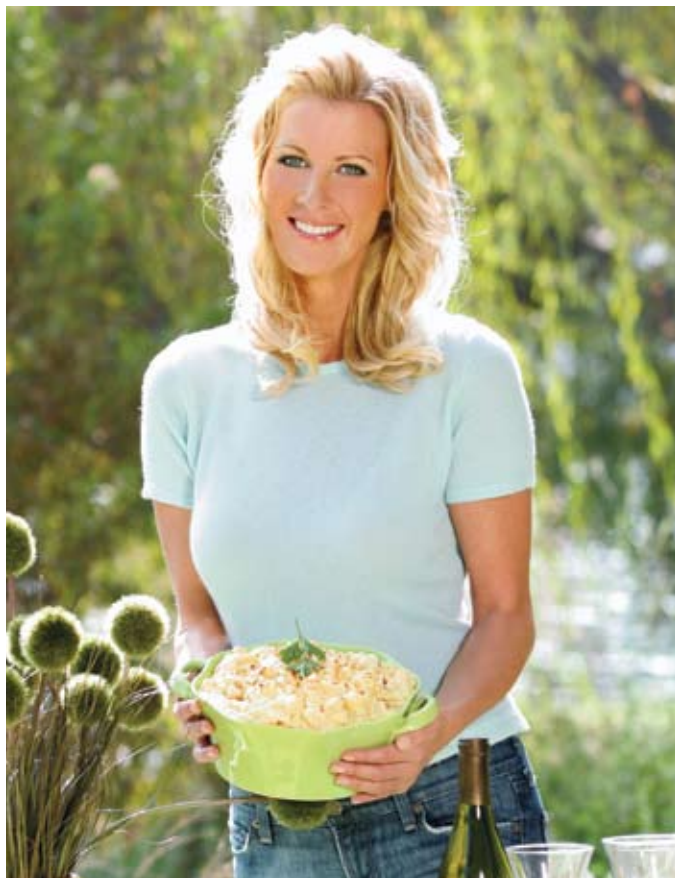
Get your decorative details in order with these organizational skills. You'll find everything you need in one place. You'll find everything you need in one place. You'll find everything you need in one place.

circulation strategy

Semi-Homemade is being launched by **Hoffman Media**, an independent publisher of national titles, *Cooking with Paula Deen* and *Victoria*, along with other specialty women's publications.



Hoffman's business model gives equal weight to circulation, editorial, and advertising, with **magazines selling at a premium price** (\$4.99/newsstand and \$19.98/subscriptions). Since 2004, Hoffman has experienced **consistent circulation growth** across all its titles following this model.





Sandra Lee Semi-Homemade offers advertisers **“simple solutions, dramatic results”** with 360° marketing programs to meet your brand messaging needs.

market position

Sandra Lee Semi-Homemade magazine will hold a **unique position** in the publishing marketplace as a **brand advocate like no other**. Editorially, brands will be noted in recipes and shortcut tips, making it easy for readers to duplicate Sandra’s ideas at home.

For advertisers, this environment provides brands with the **ultimate in exposure**—an audience trained in brand loyalty.

YOU CAN:

- **Connect** with readers through editorial integration in book
- **Experience** brand synergy through online interactive programs
- **Engage** with readers through Sandra Lee celebrity events across the country
- **Interact** with readers through sponsored contests



OUR READERSHIP

Audience:	1,100,000
Readers Per Copy:	4.0
Male/Female:	15/85%
Median Age:	46
Median HHI:	\$62,000

*Source: 2009 Spring MRI, Publisher-defined prototype

advertising



ISSUE	SALES CLOSE	ON SALE
February/March 09	11/23/08	2/3/09
April/May 09	1/30/09	3/31/09
June/July 09	4/9/09	6/2/09
August/September 09	5/29/09	7/28/09
October/November 09	7/24/09	9/29/09
December/January 10	9/21/09	11/24/09

COVER POSITIONS	1x	3x	6x
Inside Front Cover	\$29,400	\$27,930	\$26,460
Inside Back Cover	\$30,240	\$28,730	\$27,220
Back Cover	\$34,440	\$32,720	\$31,000

FOUR COLOR	1x	3x	6x
Full page	\$21,000	\$19,950	\$18,900
2/3 page	\$16,800	\$15,960	\$15,120
1/2 page	\$13,650	\$12,970	\$12,290
1/3 page	\$10,080	\$9,580	\$9,070
1/4 page	\$7,350	\$6,980	\$6,620

TWO COLOR	1x	3x	6x
Full page	\$18,480	\$17,560	\$16,630
2/3 page	\$14,780	\$14,050	\$13,310
1/2 page	\$12,010	\$11,410	\$10,810
1/3 page	\$8,870	\$8,430	\$7,980
1/4 page	\$6,470	\$6,150	\$5,820

BLACK & WHITE	1x	3x	6x
Full page	\$16,800	\$15,960	\$15,120
2/3 page	\$13,440	\$12,770	\$12,100
1/2 page	\$10,920	\$10,370	\$9,830
1/3 page	\$8,060	\$7,660	\$7,260
1/4 page	\$5,880	\$5,590	\$5,290

MARKETPLACE	1x	3x	6x
Full page	\$11,970	\$11,370	\$10,770
1/3 page	\$7,540	\$7,160	\$6,790
1/6 page	\$4,440	\$4,210	\$3,990
1/8 page	\$2,610	\$2,480	\$2,350

BRC
Pricing available upon request; 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 billing is given to recognized advertising agencies on space, color, and special position charges.

Publication Trim Size 8.375" x 10.875"

Ad Size	Dimensions
Full page bleed	8.625" x 11.125"
Full page non-bleed	7.375" x 9.75"
2/3 page vertical*	4.8125" x 9.75"
1/2 page horizontal*	7.375" x 4.75"
1/2 page vertical*	3.5" x 9.75"
1/3 page square	4.8125" x 4.75"
1/3 page vertical*	2.25" x 9.75"
1/4 page	3.5" x 4.75"
1/6 page	2.25" x 4.75"
1/8 page	3.5" x 2.25"

*Bleeds available upon request.

ELECTRONIC FILE REQUIREMENTS

All electronic files should contain 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.



Contact us today, and find out how your brand can be part of this exciting new launch!

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www.simplesolutionsdramaticresults.com



sandra lee
Semi-Homemade[®]
simple solutions, dramatic results

A handwritten signature in black ink on a light-colored rectangular background. The signature is stylized and includes the letters "S", "L", and "E". To the right of the signature, the letters "xo" are written in a smaller, simpler font.