

2017
Media Kit

Louisiana Kitchen & Culture™



The Magazine of Louisiana's Food Culture and Heritage

louisiana.kitchenandculture.com
mylouisianakitchen.com

2017 Media Kit

Louisiana Kitchen & Culture

delivers an intelligent, informed overview of Louisiana's diverse culinary culture and heritage, celebrating the many nationalities, ethnicities, and traditions that merged over centuries to shape the melting pot that is uniquely Louisiana.

Louisiana Kitchen & Culture provides an insider's guide to the authentic experiences today's cultural and culinary travelers seek, and the recipes and techniques they'll need to recreate the experience at home for friends and family.

Rich with recipes, generous commentary, and suggestions from Louisiana's home cooks, culinary schools, restaurateurs, professional chefs, and travel and hospitality professionals, *Louisiana Kitchen & Culture* immerses readers in the diverse characteristics of the state's culture.

"I love every issue. The photography is gorgeous and the stories are interesting."

"It is the most exciting food magazine I get."

"Louisiana is such a special place and the people are wonderful. So glad to have found you."

"The stories of people, places, different towns and cultures are interesting and informative. The photography is some of the best I have seen in food magazines. I also like the mix between New Orleans and Cajun cultures."

Louisiana Kitchen & Culture

Mission Statement



Contact

Kristie Thymes, Ad Director
Kristie@kitchenandculture.com
c: 504.400.3024
Office: 800.469.7340

2017 Media Kit

2017 Editorial Schedule

In Every Issue:

- **Weeknight Dinners:** faster, easier recipes; make-ahead dishes; tips on getting a good dinner on the table in a short amount of time.
- **At the Chef's Table:** A chef-written feature on a topic of the chef's choosing, complete with favorite family and restaurant recipes.
- **Louisiana Icons:** People and/or items that embody something significant about Louisiana's culinary culture and/or heritage, or have had a significant impact on Louisiana's culinary culture and/or heritage.
- **Roadmap:** Short piece meant to introduce readers to a specific destination or location they might not discover on their own.
- **Destination:** In-depth overview of different regions of the state. Usually includes history, cultural influence on the region's cuisine, an overview of important festivals and events, and suggestions for shopping, dining, and where to stay.
- **On Our Plate:** Ideas and recipes using ingredients that are fresh and in season.
- **Check it Out:** Highlighted Events around the State
- Features highlighting Louisiana's unique culinary culture, heritage, and cuisine.

March/April 2017

Crawfish; Recipes for Lent

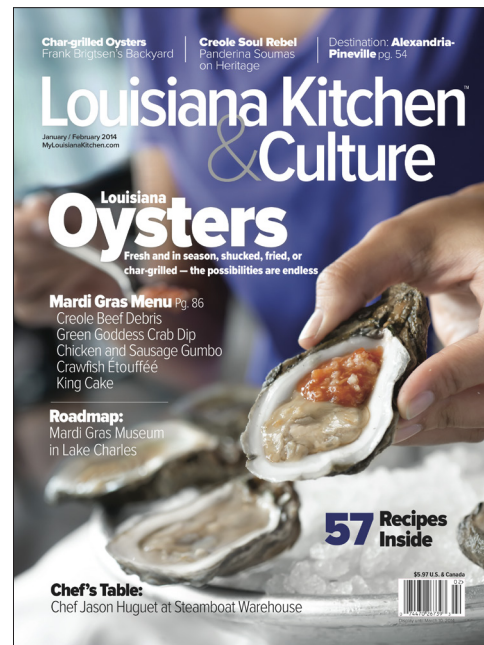
Ad Space: February 5

May/June 2017

Crabs; Summer Destinations

Ad Space: April 7

Louisiana Kitchen & Culture



July/August 2017

Outdoor Cooking; Shrimp

Ad Space: June 2

September/October 2017

Tailgate: Weekend Warrior

Ad Space: August 4

November/December 2017

Ultimate Holiday Food Guide

Ad Space: October 3

All story idea pitches welcome; email publisher Susan Ford for a short white paper detailing the types of stories readers are asking for: susan@kitchenandculture.com

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Rate Card #3
Rates, October 1, 2013

Print

Display	1X	3X	6X	7X
Spread	\$7,200	5,760	5,040	4,500
Full Page	4,000	3,200	2,800	2,500
2/3 V	2,800	2,240	1,960	1,750
1/2 Jr.	2,600	2,080	1,820	1,625
1/2 V	2,400	1,920	1,680	1,500
1/2 H	2,400	1,920	1,680	1,500
1/2 Spread	4,320	3,456	3,024	2,700
1/3 V	1,600	1,280	1,120	1,000
1/3 Sq	1,600	1,280	1,120	1,000
1/4 V	1,320	1,056	924	825
1/6 V	800	640	560	500

Premiums	1X	3X	6X	7X
Cover 4	\$5,000	4,000	3,500	3,125
Cover 3	4,600	3,680	3,220	2,875
Cover 2	4,800	3,840	3,360	3,000
Cover 2 Spread	8,100	6,480	5,670	5,062

Travel & Events	1X	3X	6X	7X
1/2 V	1,800	1,440	1,260	1,125
1/2 H	1,800	1,440	1,260	1,125
1/4 V	990	792	693	620
1/8 H	600	480	420	375



Ad Space & Materials Due

January/February: **11/28/16**
 March/April: **2/5/17**
 May/June: **4/7/17**
 July/August: **6/2/17**
 September/October: **8/4/17**
 November/December: **10/3/17**

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Mechanical Specs
October 1, 2013

Print

Size	Bleed	Non-Bleed	Trim	Live Area
Spread	16.25 x 11.125	15 x 10	16 x 10.875	15.5 x 10.375
Full Page/Cover	8.25 x 11.125	7 x 10	8 x 10.875	7.5 x 10.375
2/3 Vertical	N/A	4.625 x 10	N/A	N/A
1/2 Vertical	N/A	3.5 x 10	N/A	N/A
1/2 Horizontal	N/A	7 x 4.875	N/A	N/A
1/2 Spread	N/A	15 x 4.875	N/A	N/A
1/2 Jr.	N/A	4.625 x 7	N/A	N/A
1/3 Vertical	N/A	2.25 x 10	N/A	N/A
1/3 Square	N/A	4.625 x 4.875	N/A	N/A
1/4 Vertical	N/A	3.5 x 4.875	N/A	N/A
1/6 Vertical	N/A	2.25 x 4.875	N/A	N/A

Trim size: 8 x 10.875; live area .25 in from trim
Gutter safety .1875 each side

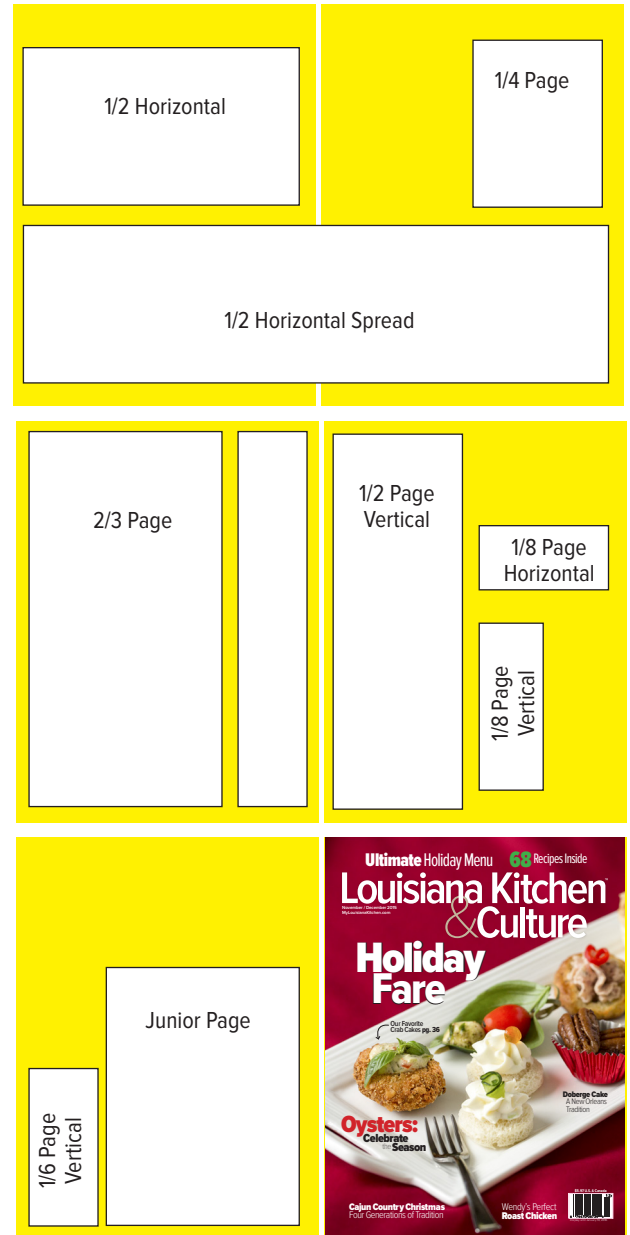
Digital File Requirements

All ad submissions must be print-ready PDF files
The PDF/X-1a files must have:

- All fonts MUST be embedded (True Type fonts cannot be used for printing).
- The color space must be CMYK or grayscale. No RGB, LAB or embedded color profiles (such as ICC profiles).
- No files with PMS colors will be accepted without prior notification. Otherwise, all PMS colors MUST be converted to CMYK.
- Maximum ink density: 300 total.
- Resolution: 300 dpi.

Questions:

Susan Ford: 504-208-9959 or
Susan@kitchenandculture.com



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Email Newsletter

Rates, October 1, 2013

Digital

- 36,000 active subscribers
- Rates are per newsletter
- Ad sizes/materials may be changed weekly
- Ads are clickable to the URL of your choice
- In-house design available no charge, one revision; \$25 per additional revision
- Acceptable file formats: gif, .jpeg, .jpg, .png

Contact:

Kristie Thymes
Kristie@kitchenandculture.com

Rates:

Tile Size	Open Rate	4X	8X	16X	48X
Recipe: 695x200	\$170.00	\$153.00	\$144.50	\$127.50	\$93.50
Sidebar: 190x100	\$75.00	\$67.50	\$63.75	\$56.25	\$41.25
Sidebar: 190x150	\$90.00	\$81.00	\$76.50	\$67.50	\$49.50
Sidebar: 190x200	\$105.00	\$94.50	\$89.25	\$78.75	\$57.75
Sidebar: 190x250	\$120.00	\$108.00	\$102.00	\$90.00	\$66.00
Sidebar: 190x300	\$135.00	\$121.50	\$114.75	\$101.25	\$74.25
180x95 PREMIUM	\$150.00	\$135.00	\$127.50	\$112.50	\$82.50
400x200 Calendar	\$135.00	\$121.50	\$114.75	\$101.25	\$74.25

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Email Newsletter

Ad Placement & Specs

Louisiana Kitchen & Culture

LOUISIANA SEAFOOD
PLENTY TO CELEBRATE

May 4, 2017

Welcome to Louisiana Recipes

As I write this Wednesday afternoon in the middle of a deluge, it's hard to believe anyone would want to get outside and grill, but our weather is supposed to be spectacular this weekend.

Just in time for Cinco de Mayo! It's my friend Colin's birthday; I wish we still lived close enough to each other to celebrate with a few...

Shipping Now. Order today and get your copy next week.

Louisiana Kitchen & Culture
Grill It!
Dinner

Subscribe Today.

- 1. Premium Placement:** One 180x95 spot is available each week
- 2. Run of Newsletter:** 190 pixels wide and a depth of your choice from the rate card; ads run beside the publisher's blog and beside the calendar of events
- 3. Banners:** 700x200 spots are available above and between the recipes and above the calendar of events
- 4. Calendar Placement:** 400x200 spots are available within the Calendar of Events

OUR BAYOUS ARE FULL OF WILDLIFE. YOU CAN SEE MOST OF IT ON OUR MENUS, TOO.

—JOY / LOUISIANA SWAMP TOUR GUIDE

Beef Fajitas

This is one of our favorites. Make the salsa, chop the garnish, and grill the peppers and onions while the steak is coming up to room temperature. If you put the steak in to marinate in the morning, this is an easy meal for a busy weeknight; not much more than 30 minutes hands-on time.

Click to forward this email and recipes.

[Get the Recipe](#)

Northshore RECIPES

Influenced by the Bounty of the Bayou

[CLICK HERE FOR DETAILS](#)

Check It Out Events in the Bayou State

To Add or Correct an Event email: jim

SEPTEMBER 2-4, 2016
NEW ORLEANS CITY PARK
LOUISIANA SEAFOOD FESTIVAL

[CLICK TO PREVIEW MENUS](#)

Sep 1, 2016 to Sep 5, 2016

- Morgan City : Louisiana Shrimp & Petroleum Festival

Sep 2, 2016 to Sep 4, 2016

- Cullen : Froggy Bottom Unity Festival
- Cypremort Point : Labor Day Fishing Rodeo
- New Orleans : Louisiana Seafood Festival

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2017 Circulation & Readership

In General, How Much Do You Enjoy Reading Louisiana Kitchen & Culture?

1. [Not at All]	0%
2.	0%
3.	0%
4.	3%
5.	13%
6. [Very Much]	84%

} 97%

On Average, How Much Time do you Spend With Each Issue of LK&C?

Less than 30 Minutes	1%
30 — 45 Minutes	13%
45 — 60 Minutes	24%
More than One Hour	62%

What do you do With Back Issues of LK&C?

Save for Future Use	89%
Pass Along to a Friend	6%
Discard	5%

On Average, How Many Recipes do you Prepare from Each Issue of LK&C?

None	4%
1 — 3	81%
4 — 6	12%
7 or More	4%

Demographics

Median Age:52
 Median HHI:..... Over \$100K
 Female:.....54%
 Male:.....46%



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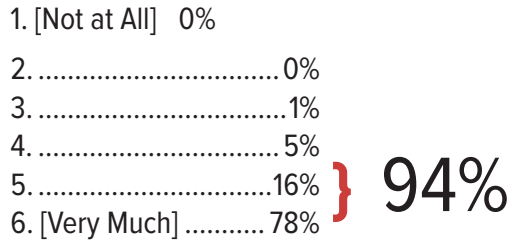
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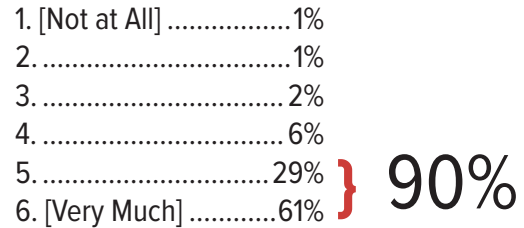
Reader Engagement Conducted January 2014

In General, How Much Do You Enjoy the Following Recurring Elements of Louisiana Kitchen & Culture?

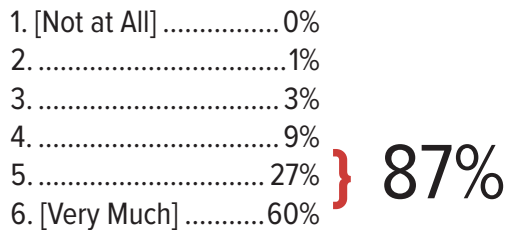
Louisiana's Food Culture



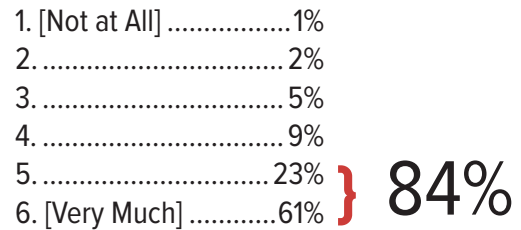
On Our Plate: Seasonal Recipes



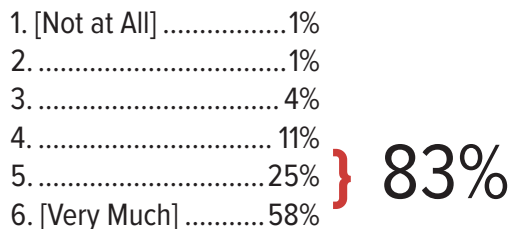
Stories by Professional Chefs



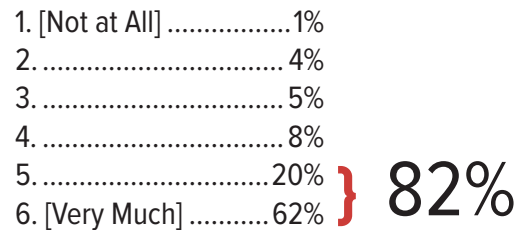
Roadmaps: Hole-in-the-Wall Gems



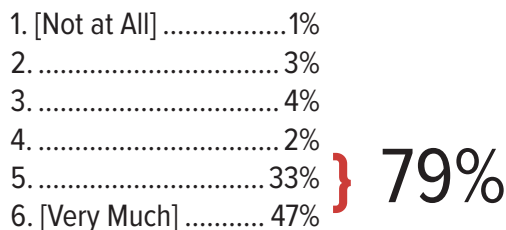
Fast, Easy Recipes (Weeknight)



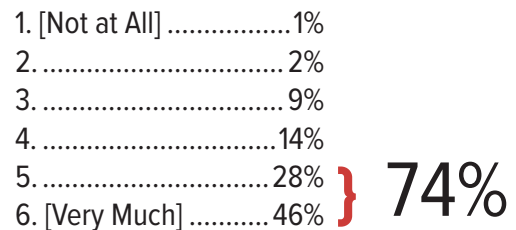
Louisiana's General Culture



Louisiana Icons: Unique Individuals or Things



In-Depth Travel Destinations



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