



SOUTHERN *Lady*

In the South, women treasure time-honored traditions while creating new ones. They are a powerful, unique consumer. *Southern Lady*, a lifestyle magazine that represents gracious living, is a source readers rely on for flavorful food, elegant entertaining, travel destinations, how-to projects, home décor, and garden inspiration.



2014 Media Kit

Our Readers



Female **93%**
Average Age **52 years**
Average HHI **\$99,074**
Average Home Value
\$254,449

Are Highly Engaged

Spend an average of **1.5 hours** with each issue of *Southern Lady*

Prepare an average of **2 recipes** from each issue

81% of *Southern Lady* readers follow us on Facebook

83% are interested in the ads in *Southern Lady*

Southern Lady readers' favorite category is **recipes**

Are Shoppers

51% plan to purchase home décor items in the next year

81% shop online

Enjoy Entertaining & Cooking

89% of our readers entertain at home

74% bake from scratch

Like to Travel

In the last year:

62% took an average of **3 domestic trips**

Spent an average of **\$3,189** on travel

Traveled an average of **over 1,000 miles** (round trip) on each travel occasion

83% shopped while on vacation

82% visited a local restaurant while on vacation

Source: 2013 *Southern Lady* Readership Survey

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2014 Editorial

JANUARY/FEBRUARY *The Decorating Issue*

Ad Closing/Materials: 10/24/13 | **On-Sale:** 12/24/13

Home tours featuring favorite Southern designers
Seasonal tablescapes
Hot and hearty recipes
Two Days Away: Huntsville, AL
College Towns: Williamsburg, VA

MARCH/APRIL *The Entertaining Issue*

Ad Closing/Materials Due: 12/20/13 | **On-Sale:** 2/18/14

Parties and celebrations
Entertaining ideas galore
New looks for heirloom china
Spring menus and recipes
Two Days Away: Charleston, SC
College Towns: Chapel Hill, NC
Special Ad Section: Escape to the Southeast advertorial

MAY/JUNE *The Garden Issue*

Ad Closing/Materials Due: 2/24/14 | **On-Sale:** 4/22/14

Gardening ideas and landscaping inspiration
Summertime table settings
Ladies luncheon menu and recipes
Two Days Away: St. Francisville, LA
College Towns: Athens, GA

JULY/AUGUST *The Travel Issue*

Ad Closing/Materials Due: 4/21/14 | **On-Sale:** 6/17/14

Island living and entertaining ideas
Summer decorating inspiration
Backyard cookout menu and recipes
Two Days Away: Key West, FL
College Towns: Gainesville, FL

SEPTEMBER *The Family Issue*

Ad Closing/Materials Due: 6/23/14 | **On-Sale:** 8/19/14

Lakeside party menu and recipes
Southern decorating and outdoor living ideas
Sunday supper recipes and make-ahead meals
Two Days Away: Outer Banks, NC
College Towns: Fayetteville, AR

OCTOBER *The Fall Issue*

Ad Closing/Materials Due: 7/28/14 | **On-Sale:** 9/23/14

Family meal menu and recipes
Enchanting autumn decorating and entertaining ideas
Table settings for the season
Two Days Away: Asheville, NC
College Towns: Sewanee, TN

NOVEMBER/DECEMBER *The Christmas Issue*

Ad Closing/Materials Due: 9/2/14 | **On-Sale:** 10/28/14

Holiday gift guide
Christmas meal for the family with menu and recipes
Tablescapes for the holidays
Holiday home interiors showcase
Goodies to give with recipes
Two Days Away: Fredericksburg, TX

2014 SIPs

SPRINGTIME IN THE SOUTH

Ad Closing/Materials: 1/17/14

On-Sale: 3/4/14

RECIPE BOX

Ad Closing/Materials: 4/3/14

On-Sale: 5/20/14

AUTUMN IN THE SOUTH

Ad Closing/Materials: 7/7/14

On-Sale: 8/19/14

HOLIDAYS

Ad Closing/Materials: 8/21/14

On-Sale: 10/21/14

SOUTHERN HOMES

Ad Closing/Materials: 10/1/14

On-Sale: 12/23/14

In Every Issue

Mix & Match

Two looks based on one plate design

Seasonal Settings

A gorgeous table set for the season

In Bloom

Seasonal floral arrangement

Gracious Living

Highlights of the Southern lifestyle

Design Finds

Editor picks of home furnishings

Set to Serve

Table setting ideas and recipes for a family meal or party

Recipe Box

A selection of recipes centered on a theme or ingredient

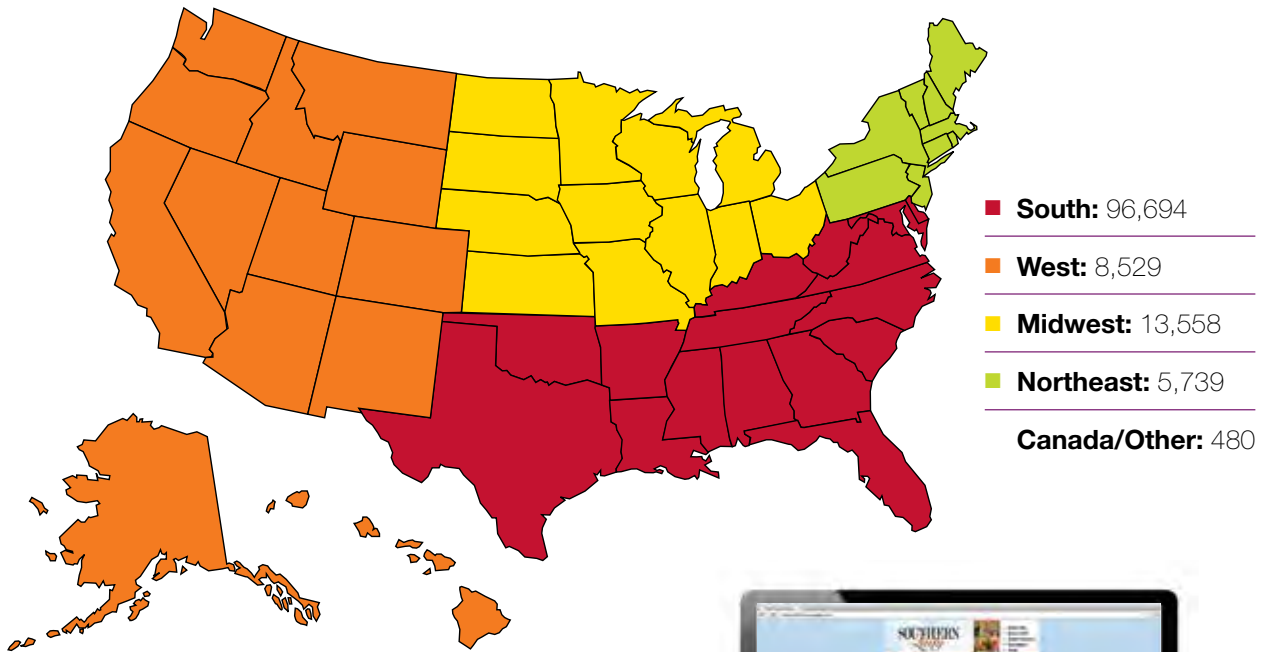
Two Days Away

Favorite towns for weekend getaways

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2014 Circulation

Frequency: 7x/year | **Total readership:** 500,000 | **Readers per copy:** 4 | **Average paid copies:** 125,000
Digital subscribers: 6,500 | **Cover price:** \$4.99 | **Subscription price:** \$21.98



We have healthy website activity and a strong social media following.

Average monthly impressions: 20,000



Followers: 1,424*



Likes: 10,897*



ASK ABOUT our digital offerings

The
POWER
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 hoffmanmedia

Publisher of nine successful circulation-driven titles, including *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Entertain Decorate Celebrate*, *TeaTime*, *The Cottage Journal*, *Louisiana Cookin'*, and *fresh style*.

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.

cooking with
Paula
DEEN

Victoria

Southern Lady

taste
south

entertain
Decorate
Celebrate

TeaTime

the
cottage
journal

Louisiana
cook'n'

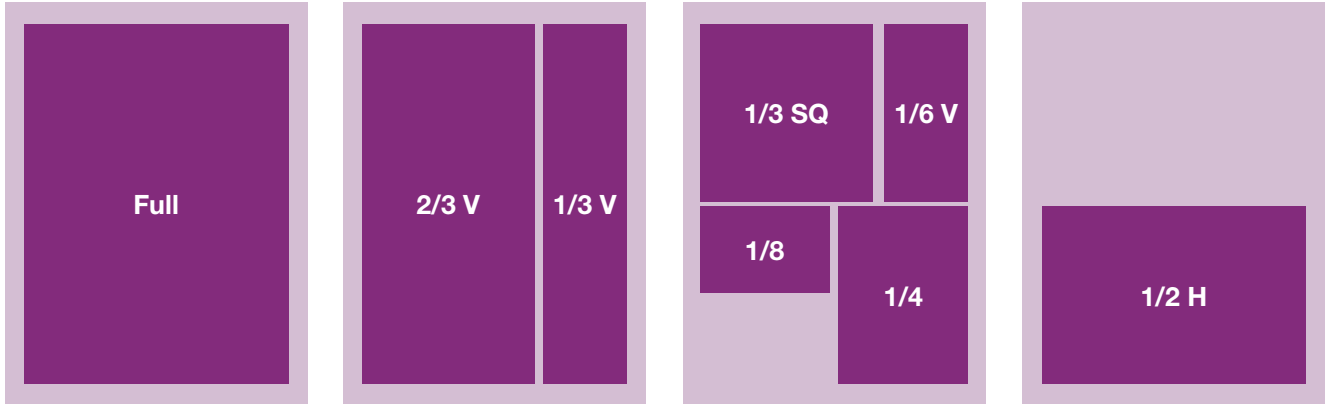
freshstyle

Southern Lady

AAM Membership Applied For
 *As of November 2013

Mechanical Specs

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 H	6.875" x 4.625"	Available upon request
1/3 Page SQ	4.5" x 4.625"	N/A
1/3 Page V	2.1875" x 9.375"	Available upon request
1/4 Page	3.375" x 4.625"	N/A
1/6 Page V	2.1875" x 4.625"	N/A
1/8 Page	3.375" x 2.25"	N/A



Production Contact

Attn: *Southern Lady*, Production
 Hoffman Media, LLC
 1900 International Park Drive, Suite 50
 Birmingham, AL 35243

Phone: 205.262.2193
 Fax: 205.991.0071
production2@hoffmanmedia.com

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.