



taste^{of the} south

2014 MEDIA KIT



It goes without saying that the South is a special place: its pace of life, its sense of community, and its food. It is a comfort for its residents and an adventure for its vacationers who sample our favorite dishes.

And, nowhere else can you savor the unique dishes, cooking personalities, and culinary destinations of the South more expertly than in *Taste of the South* magazine. For consumers who love Southern cooking or simply love to experiment with new flavors, this magazine is the perfect guidebook.

Our highly engaged audience has a passion for food, at home and on the road. And every issue is a guide to the Southern lifestyle they love.



Our Readers



Female **89%**
Male **11%**
Average Age **51 years**
Average HHI **\$73,000**
Average Home Value **\$212,800**

Are Highly Engaged

Spend an average of **1.4 hours** with each issue
Prepare an average of **3 recipes** from each issue
They are involved with us through **social media**

Are Passionate About Cooking & Entertaining

80% bake from scratch
67% get the recipes they use from magazines
58% entertain once or more a month

Like to Travel

63% have taken an average of **3 domestic trips** in the last year
87% have eaten at a local restaurant while on vacation in the last year

They **send in for information** from travel advertisers

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2014 Editorial

JANUARY/FEBRUARY *Cast-Iron Issue*

Ad Closing/Materials: 10/25/13 | **On-Sale:** 12/24/13
Heirloom Cast-Iron Recipes, from Appetizers to Desserts

MARCH/APRIL *Breakfast Issue*

Ad Closing/Materials Due: 1/3/14 | **On-Sale:** 2/25/14
Grits, Bacon, Biscuits & More

Special Ad Section: Escape to the Southeast advertorial

MAY/JUNE *BBQ Issue*

Ad Closing/Materials Due: 3/7/14 | **On-Sale:** 4/29/14
The South's Best Barbecue

JULY/AUGUST *Southern Food & Produce Issue*

Ad Closing/Materials Due: 5/2/14 | **On-Sale:** 6/24/14
Savoring Summer's Ingredients

SEPTEMBER/OCTOBER *Fall Harvest Issue*

Ad Closing/Materials Due: 7/3/14 | **On-Sale:** 8/26/14
Celebrating Fall Flavors

NOVEMBER *Thanksgiving Issue*

Ad Closing/Materials Due: 8/25/14 | **On-Sale:** 10/14/14
Our Guide to the Best Thanksgiving Ever

DECEMBER *Christmas Issue*

Ad Closing/Materials Due: 9/26/14 | **On-Sale:** 11/18/14
Christmas Cooking Southern-Style



IN EVERY ISSUE

Healthy Helpings
Southern classics lightened up

Southern Sideboard
The latest and greatest in Southern food

Family Favorites
Readers share their treasured recipes

Taste of Tradition
Five ways with the South's
most famous dishes

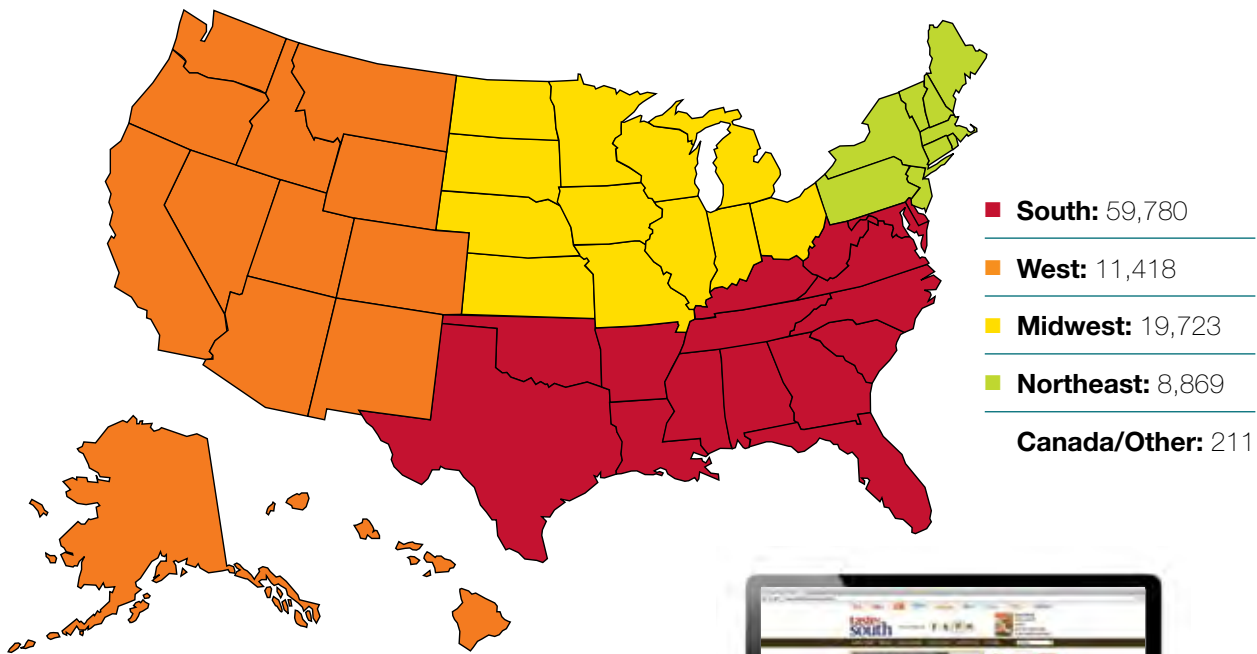
South's Best
Where to head for the dishes
that define our region



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2014 Circulation

Frequency: 7x/year | Total readership: 400,000 | Readers per copy: 4 | Average paid copies: 100,000
 Digital subscribers: 7,000 | Cover price: \$4.99 | Subscription price: \$19.98



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

Average monthly impressions: 35,000



Followers: 2,513*



Likes: 11,767*



Followers: 2,614*



ASK ABOUT our digital offerings

The
POWER
 of
hm
 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

Victoria

SOUTHERN
Lady

taste
south

entertain
 decorate
Celebrate

TeaTime

the
 cottage
 journal

Louisiana
 cookin'

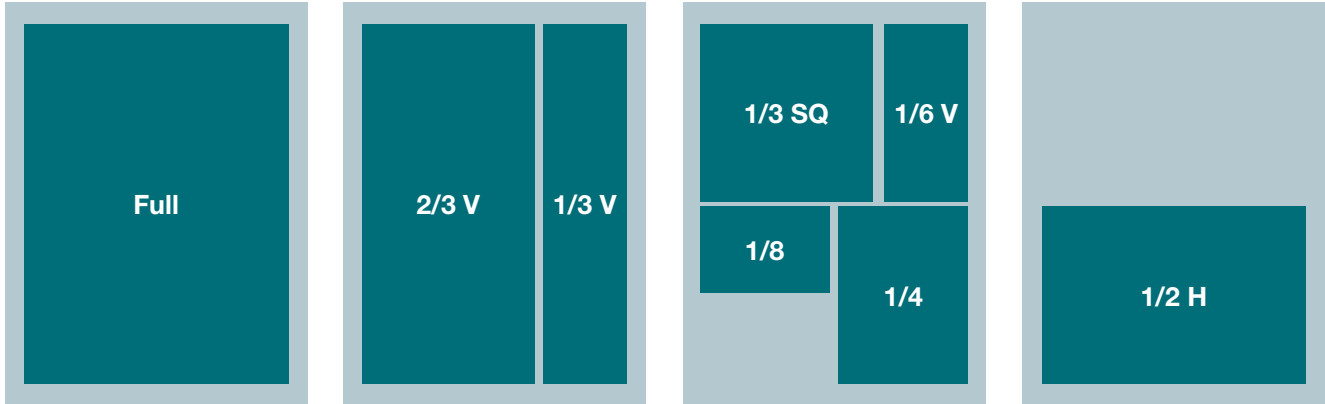
freshstyle

taste
 of the
south

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

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Production Contact

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production1@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.