



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.



2015 Media Kit

Our Readers



Female **98%**
Average HHI **\$109,152**
Average Home Value
\$273,059
Average Age
55 years



Are Highly Engaged

Spend an average of **2 hours** with each issue of *Southern Lady*

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

77% rate *Southern Lady* as “one of my favorites”

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

Southern Lady readers' favorite category is **decorating**, followed by **cooking**

Are Shoppers & Decorate

73% plan to purchase home décor items in the next year

87% shop online

88% decorate their homes themselves

Enjoy Entertaining & Cooking

94% of our readers entertain at home

84% bake from scratch

Like to Travel

In the last year:

75% took an average of **3 domestic trips**

Spent an average of **\$3,021** on travel

Traveled an average of **over 995 miles** (round trip) on each travel occasion

92% shopped while on vacation

92% visited a local restaurant while on vacation

73% visited historical attractions while on vacation

55% participated in an outdoor activity while on vacation

Source: 2014 *Southern Lady* Readership Survey

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2015 Editorial

JANUARY/FEBRUARY *The Decorating Issue*

Ad Closing/Materials: 10/21/14 | **On-Sale:** 12/23/14

Fresh Spaces

Two Days Away: Marco Island, FL

Travel: Grove Park Inn in Asheville, NC

MARCH/APRIL *The Entertaining Issue*

Ad Closing/Materials Due: 12/16/14 | **On-Sale:** 2/10/15

New Looks for Old China

Two Days Away: Leesburg, VA

Travel: Salamander Resort, D.C.

Special Ad Section: Escape to the Southeast advertorial

MAY/JUNE *The Garden Issue*

Ad Closing/Materials Due: 2/11/15 | **On-Sale:** 4/14/15

From the Garden - Arrangements

Two Days Away: Bell Buckle, TN

Travel: The Cloister, GA

JULY/AUGUST *The Travel Issue*

Ad Closing/Materials Due: 4/7/15 | **On-Sale:** 6/9/15

Creative Containers

Two Days Away: The Sanctuary, NC

Travel: Savannah, GA

SEPTEMBER *The Family Gatherings Issue*

Ad Closing/Materials Due: 6/3/15 | **On-Sale:** 8/4/15

Spruce Up Décor

Two Days Away: Greenville, SC

Travel: Rosewood Mansion, TX

OCTOBER *The Fall Issue*

Ad Closing/Materials Due: 7/13/15 | **On-Sale:** 9/8/15

Porches & Pumpkins

Two Days Away: Helen, GA

Travel: Blackberry Farms, TN

NOVEMBER/DECEMBER *The Christmas Issue*

Ad Closing/Materials Due: 8/19/15 | **On-Sale:** 10/20/15

Fireplaces & Mantels

Two Days Away: Eufaula, AL

Travel: The Grand Floridian, FL



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

2015 SIPs

SPRING IN THE SOUTH

Ad Closing/Materials: 1/23/15

On-Sale: 3/10/15

BEST SOUTHERN DESTINATIONS

Ad Closing/Materials: 3/18/15

On-Sale: 5/19/15

SOUTHERN HOMES

Ad Closing/Materials: 5/13/15

On-Sale: 7/14/15

AUTUMN IN THE SOUTH

Ad Closing/Materials: 7/15/15

On-Sale: 9/15/15

HOLIDAYS

Ad Closing/Materials: 9/2/15

On-Sale: 11/3/15

SOUTHERN HOMES

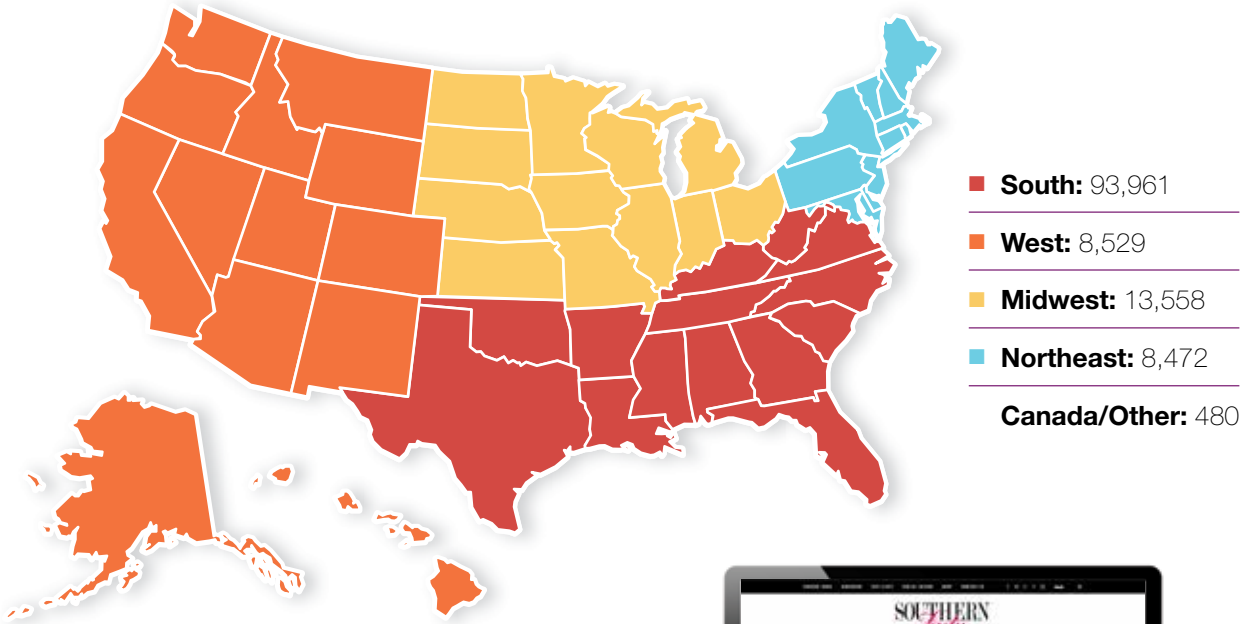
Ad Closing/Materials: 11/5/15

On-Sale: 12/29/15

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2015 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 web impressions: 54,500
eNewsletter Subscribers: 159,000



ASK ABOUT our digital offerings



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

Committed to a 70/30% edit/ad ratio maximum in all our magazines, guaranteeing a clean, uncluttered environment for readers and advertisers.

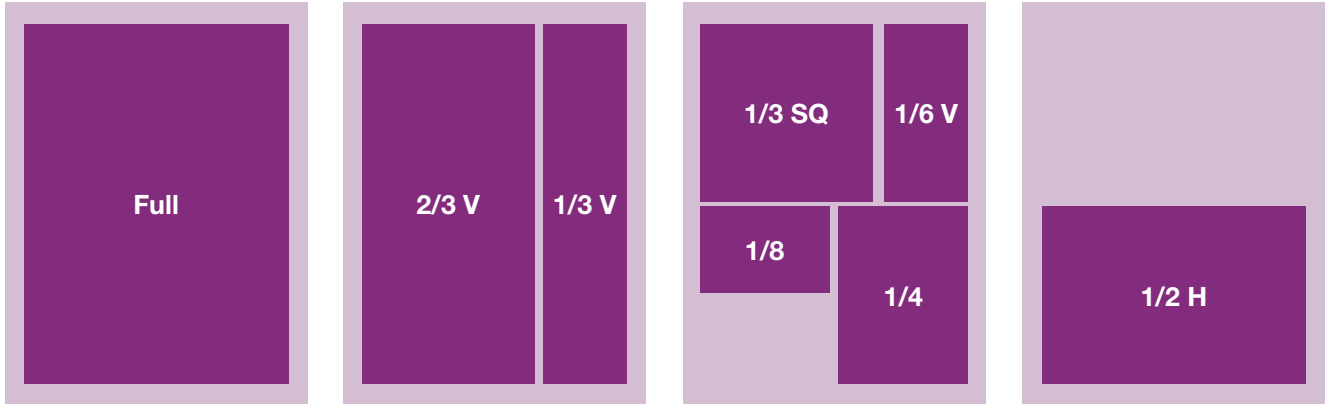
Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



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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.