



# taste<sup>of the</sup> south

## 2016 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.

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. Every issue is a guide to the Southern lifestyle they love.



# Our Readers



Female **94%**  
Average HHI **\$88,204**  
Average Home Value **\$193,421**  
Average Age **52 years**

## Are Highly Engaged

Spend an average of **2 hours, 12 minutes** with each issue

Prepare an average of **3 recipes** from each issue

**75%** express interest in the magazine's ads

## Are Passionate About Cooking & Entertaining

**84%** bake from scratch

**81%** get the recipes they use from magazines

**59%** entertain once or more a month

**66%** are interested in tailgating & outdoor cooking ideas

## Like to Travel

**72%** have taken an average of **3 domestic trips** in the last year

**86%** have eaten at a local restaurant while on vacation in the last year

**71%** enjoyed shopping while on vacation

**59%** visited historical attractions while on vacation

Source: 2014 Taste of the South Readership Survey

taste of the  
south

# 2016 Editorial

## **JANUARY/FEBRUARY** *Cast-Iron Issue*

**Ad Closing/Materials:** 10/26/15 | **On-Sale:** 12/29/15

Travel Focus: Beignets

## **MARCH/APRIL** *The Travel Issue*

**Ad Closing/Materials Due:** 1/4/16 | **On-Sale:** 2/23/16

Travel Focus: Soda Fountains

**Special Ad Section:** See the South advertorial

## **MAY/JUNE** *BBQ & Grilling Issue*

**Ad Closing/Materials Due:** 2/25/16 | **On-Sale:** 4/19/16

Travel Focus: Ribs

## **JULY/AUGUST** *The Taste 50 List*

**Ad Closing/Materials Due:** 4/28/16 | **On-Sale:** 6/21/16

Travel Focus: Fried Okra

## **SEPTEMBER/OCTOBER** *Southern Desserts Issue*

**Ad Closing/Materials Due:** 6/22/16 | **On-Sale:** 8/16/16

Travel Focus: Pound Cake

**Special Ad Section:** See the South advertorial

## **NOVEMBER** *Thanksgiving Issue*

**Ad Closing/Materials Due:** 8/9/16 | **On-Sale:** 10/4/16

Travel Focus: Hand Pies

## **DECEMBER** *Christmas Issue*

**Ad Closing/Materials Due:** 9/15/16 | **On-Sale:** 11/8/16

Travel focus: Caramel Cake



### IN EVERY ISSUE

#### *Healthier Helpings*

Southern classics lightened up

#### *Southern Sideboard*

The latest and greatest in Southern food

#### *Southern Flavors*

Our favorite cities for eating, shopping, and exploring

#### *Taste of Tradition*

Five ways with the South's most famous dishes

#### *South's Best*

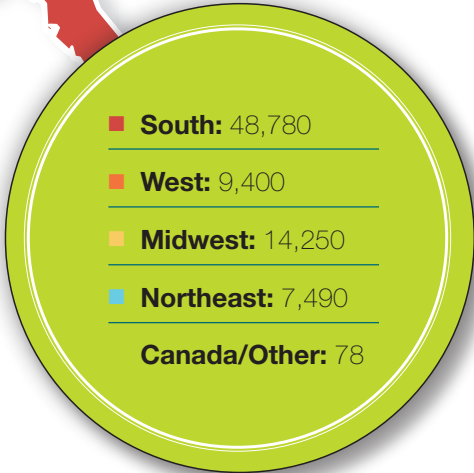
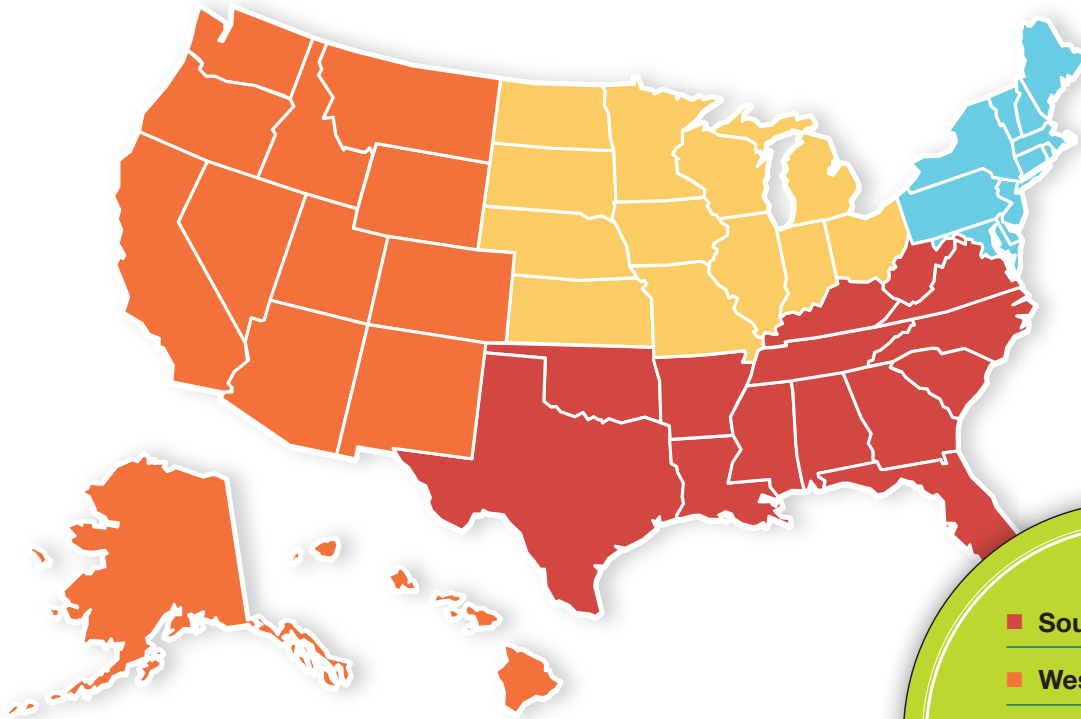
Where to head for the dishes that define our region

**Contact sales associate for details regarding our special issues for 2016.**

**taste** of the  
**south.**

# 2016 Taste of the South Circulation

Frequency: 7x/year | Total readership: 320,000 | Readers per copy: 4  
 Average paid copies: 80,000 | Cover price: \$4.99 | Subscription price: \$19.98



taste<sup>of the</sup>  
south

The  
POWER  
of  
hm  
hoffmanmedia

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'*.

We strive for a 70/30% edit/ad ratio 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<sup>decorate</sup>  
Celebrate

TeaTime

the  
cottage  
journal

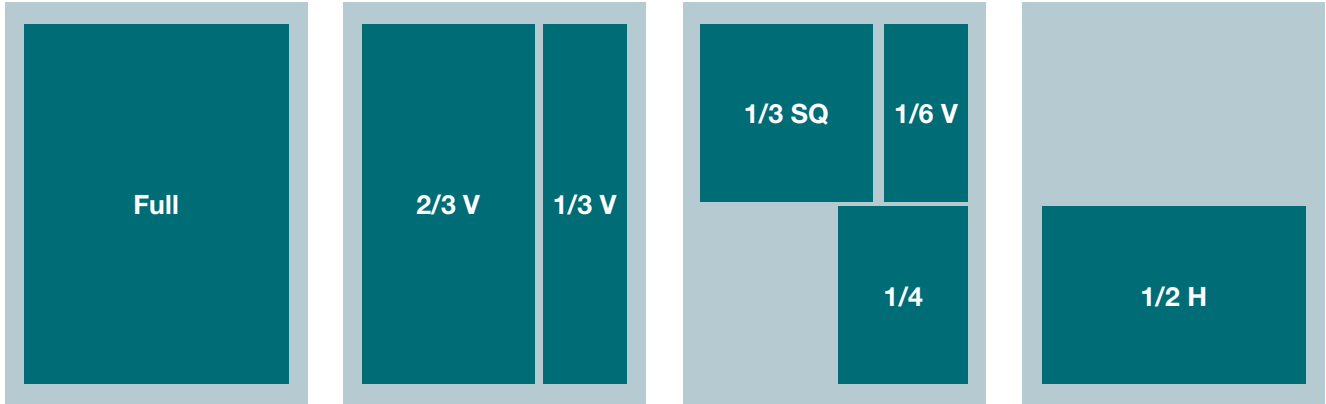
Louisiana  
cookin'

Total readership:

4,658,500

# 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
<b>Full Page</b>	6.875" x 9.375"	8.125" x 10.75"
<b>2/3 Page</b>	4.5" x 9.375"	Available upon request
<b>1/2 Page H</b>	6.875" x 4.625"	Available upon request
<b>1/3 Page SQ</b>	4.5" x 4.625"	N/A
<b>1/3 Page V</b>	2.1875" x 9.375"	Available upon request
<b>1/4 Page</b>	3.375" x 4.625"	N/A
<b>1/6 Page V</b>	2.1875" x 4.625"	N/A

**taste**<sup>of the</sup>  
**south.**  
**Production Contact**

Attn: *Taste of the South*, Production  
Hoffman Media, LLC  
1900 International Park Drive, Suite 50  
Birmingham, AL 35243

Phone: 205.262.2153  
Fax: 205.991.0071  
production1@hoffmanmedia.com

Press-ready PDF required along with InDesign, plus all images (EPS or TIFF) and fonts (printer and screen—limit the use of TrueType fonts). Pantone colors will be converted to process.

**Please Note:**

Hoffman Media will provide complimentary ad design on a limited basis. Please have photos, copy, and any other materials needed to produce your ad two weeks before the materials deadline to allow for design time and approvals. We will provide a maximum of two proofs at no charge.

**Maximum Ink Density:** 290

**Document Format:** InDesign (packaged files including images and fonts)

**TIFF:** Photoshop (minimum 300 dpi)

**EPS:** Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

**PDF:** Prior to the creation of the PDF, colors and images must be converted to CMYK (no spot colors or RGB). Save PDF as a "press ready" file.

**All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.**

# Digital

Monthly Uniques  
**80,400**

Email Subscribers  
**142,900**

## SPECS

### Banner Options (Web)

Box	300x250
Rectangle	300x100
Leaderboard	728x90
Skyscraper	160x600

### Banner Options (Email)

Box	300x250
Rectangle	300x100
Banner	640x200

## FILES

### Artwork

- Matching proportions at 72 dpi
- One 2x current dimensions for Retina displays

### Email

Please email all files and hyperlink information to [rollins@hoffmanmedia.com](mailto:rollins@hoffmanmedia.com).



Home Recipes Our Favorites In the Kitchen Travel Blog



Travel / August 13, 2015  
**A Taste of Baton Rouge with the Culinary Traveler**  
By Brian Hart Hoffman Overlooking the café and late-colored waters of the Mississippi River, Baton Rouge is a city that's skilled at playing the...



Desserts, Recipes / August 6, 2015  
**5 Unbeatable Recipes from Southern Pies & Icebox Desserts**  
In the South, we enjoy pies year-round, but summer is a special time for this prize-winning dessert. Topped with toasted meringue, paired high with...



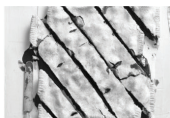
Blog / August 3, 2015  
**Delicious, Nutritious, Even Editing: The Joys of Summer Tomatoes**  
When it comes to fresh summer tomatoes, there's a lot to love. You have the range of bright colors—yellow, red, orange, and green. Then...



Blog, Tips & Techniques / July 31, 2015  
**How to "Can-It-Forward" and Preserve Summer Tomatoes**  
The first of August marks International Can-It-Forward Day, a celebration of the joys of fresh canning. We can't think of a better way to...



Blog, Cookbooks, Our Favorites / July 28, 2015  
**Root to Leaf Interview - Cookbook Giveaway**  
Enter your information below for the chance to win a copy of Root to Leaf by Steven Satterfield. Based on his cooking style and...



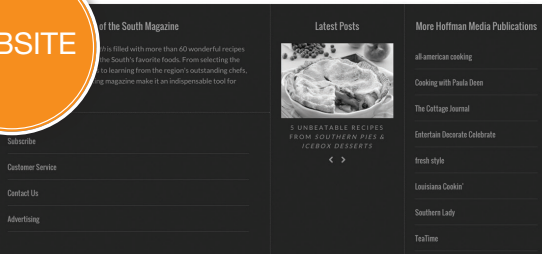
Blog, Desserts, Recipes / July 21, 2015  
**Our Favorite Summer Desserts**  
Here are some of our favorite recipes for summer.



Blog, In the Kitchen, The Southern Party, Tips & Techniques / July 25, 2015  
**5 Ways with Refrigerator Pickles**  
For many home cooks, the notion of preserving is the thought of handing hot jars of pickles to their seals can cause folks to...



Blog, Recipes / July 9, 2015  
**Summer Starters**  
Bright and full of flavor, these summer appetizers will turn heads at your next gathering.



### Video: The Culinary Traveler



A Taste of Baton Rouge

Explore the culinary landscape of Baton Rouge, Louisiana. Overlooking the beautiful-colored waters of the Mississippi River, Baton Rouge is a city skilled at playing the gracious host. With its booming food scene and relaxed hometown soul, Baton Rouge deserves a spot on your must-visit list.

EMAIL

Skyscraper

## Banner

Box

Box



Great American Seafood Cook-Off  
The 2015 Great American Seafood Cook-Off hosted 12 chefs from across the United States who competed for the coveted title of America's Best Seafood Chef. Find out more about the winners and their dishes.



6 Casseroles for School-Night Suppers  
When it comes to crowd-pleasing suppers, there's nothing like a casserole. Easy to prepare, make ahead, and freeze, these all-in-one dishes are the perfect answer for easy weeknight meals.

Rectangle

Rectangle

## Banner

Social Following: 117,300

