



# 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<sup>of the</sup>  
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*

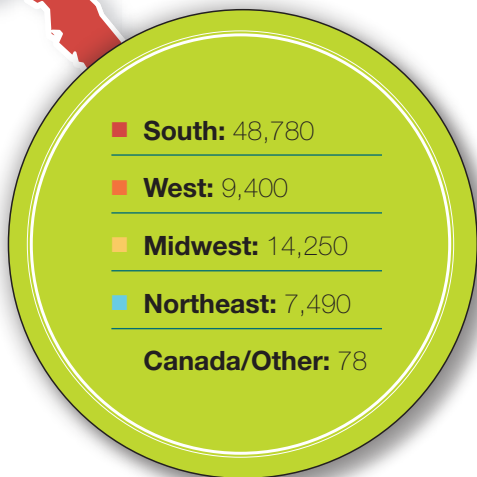
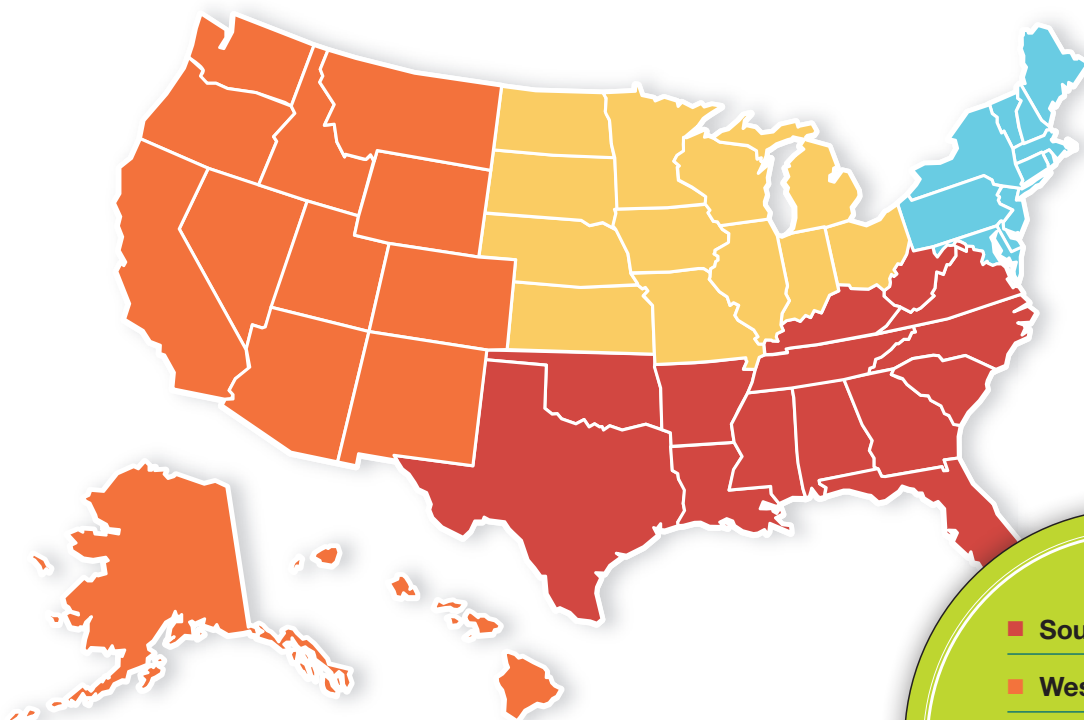
Where to head for the dishes that define our region

**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.

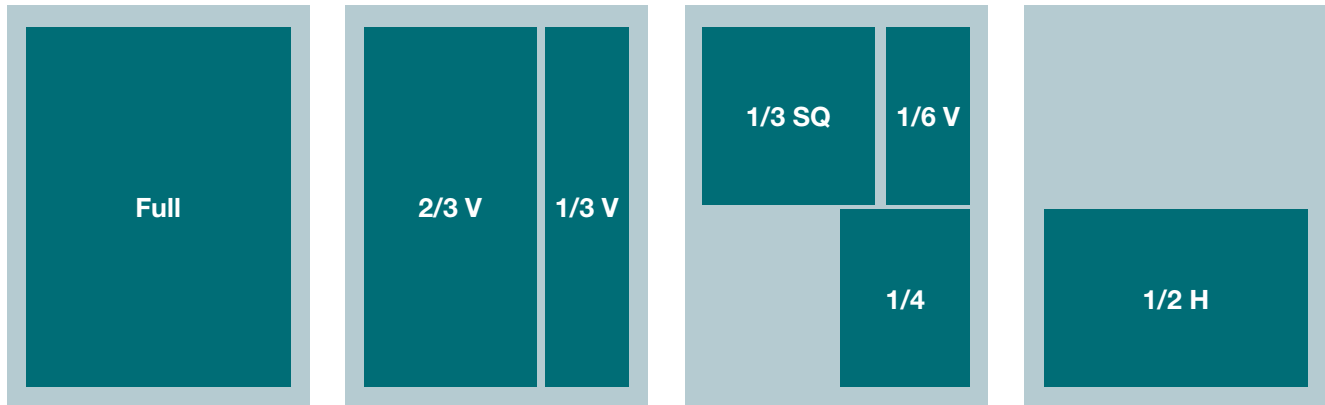
Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



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



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 [rcollins@hoffmanmedia.com](mailto:rcollins@hoffmanmedia.com).

**AVERAGE MONTHLY RATE**

Web	• \$1,200
Email	• \$2,100

Social Following: 117,300



**taste of the south** Leaderboard  
Authentically Southern, Always Delicious.

Home Recipes Our Favorites In the Kitchen Travel Blog

Summer's Favorite Pies

**Skyscraper**

**Box**

**Box**

**Rectangle**

**Rectangle**

**Website**

of the South Magazine

Latest Posts

More Hoffman Media Publications



**taste of the south** SUBSCRIBE | SHOP | DIGITAL EDITION

Video: The Culinary Traveler

CHEF Ryan Andre's KITCHEN

**A Taste of Baton Rouge**

Explore the culinary landscape of Baton Rouge, Louisiana. Overlooking the colorful 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.

**Banner**

**Box** **Box**

**Great American Seafood Cook-Off**

**6 Casseroles for School-Night Suppers**

**Rectangle** **Rectangle**

**Banner**

