



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.



2016 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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2016 Editorial



JANUARY/FEBRUARY *The Decorating Issue*

Ad Closing/Materials: 10/22/15 | **On-Sale:** 12/29/15

Fresh Spaces

Two Days Away: Key West, FL

Travel: Atlanta, GA

MARCH/APRIL *The Entertaining Issue*

Ad Closing/Materials Due: 12/15/15 | **On-Sale:** 2/9/16

New Looks for Old China

Two Days Away: Mobile, AL

Travel: Frankfort, KY

Special Ad Section: See the South advertorial

MAY/JUNE *The Garden Issue*

Ad Closing/Materials Due: 2/10/16 | **On-Sale:** 4/12/16

Garden Spaces

Two Days Away: Hilton Head, SC

Travel: Jackson, MS

JULY/AUGUST *The Travel Issue*

Ad Closing/Materials Due: 4/5/16 | **On-Sale:** 6/7/16

Outdoor Living

Two Days Away: Apalachicola, FL

Travel: Austin, TX

SEPTEMBER *The Early Fall Issue*

Ad Closing/Materials Due: 6/1/16 | **On-Sale:** 8/2/16

Easy Fall Ideas

Two Days Away: Georgetown, Washington, D.C.

Travel: Nashville, TN

Special Ad Section: See the South advertorial

OCTOBER *The Fall Issue*

Ad Closing/Materials Due: 7/11/16 | **On-Sale:** 9/6/16

Porches & Pumpkins

Two Days Away: Ozarks, AR

Travel: Raleigh, NC

NOVEMBER/DECEMBER *The Christmas Issue*

Ad Closing/Materials Due: 8/17/16 | **On-Sale:** 10/18/16

Signs of the Season

Two Days Away: Madison, GA

Travel: Richmond, VA

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

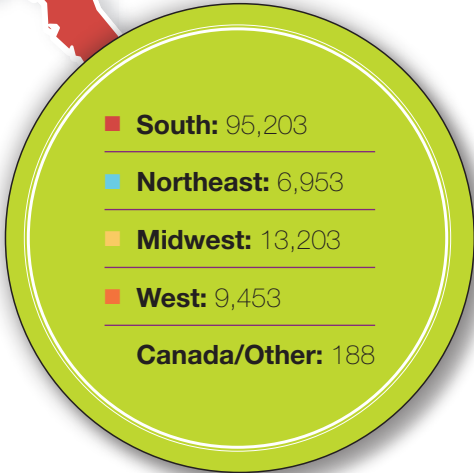
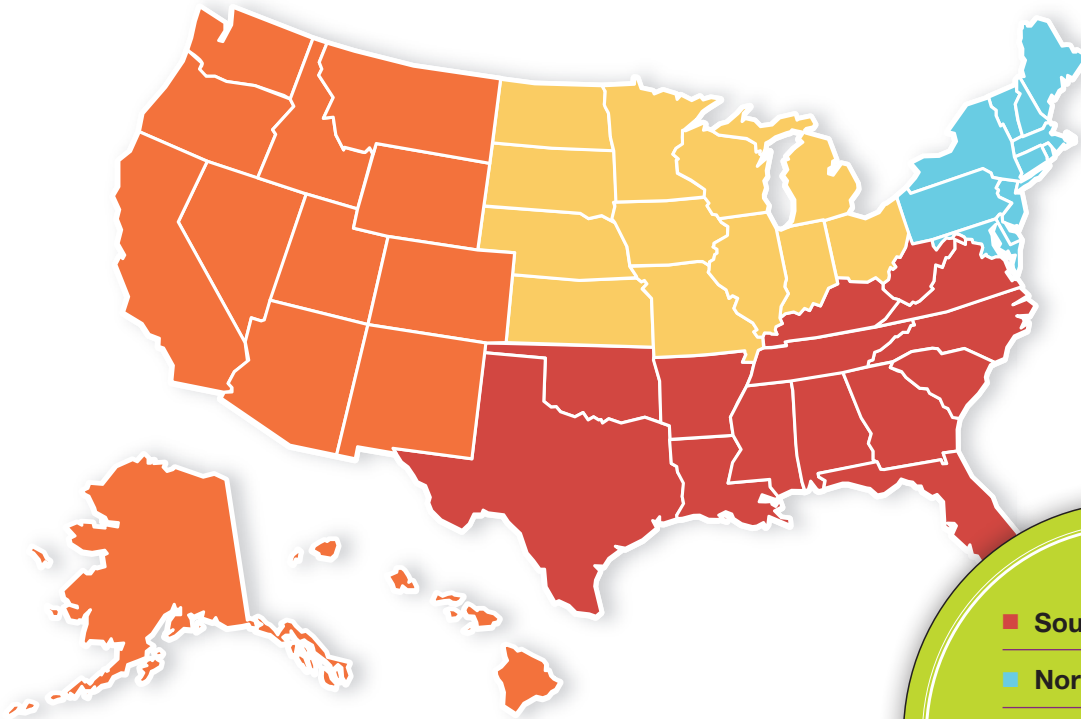
Contact sales associate for details regarding our special issues for 2016.



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2016 Southern Lady Circulation

Frequency: 7x/year | Total readership: 500,000 | Readers per copy: 4 | Average paid copies: 125,000



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The
POWER
of
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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.

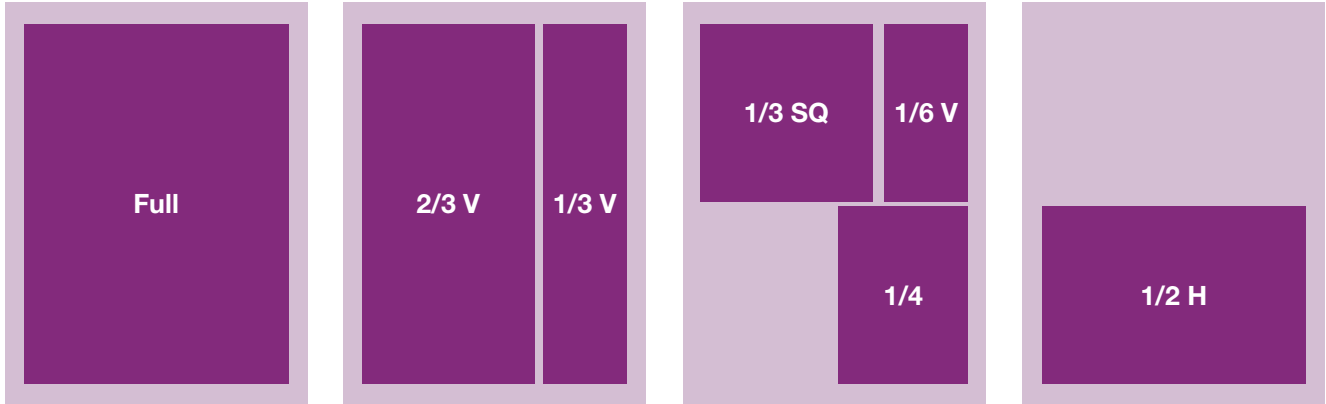
Follows a circulation strategy that asks a premium rate for all subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



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
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



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, plus all images (EPS or TIFF) and fonts (printer and screen—limit the use of TrueType fonts). Pantone colors will be converted to process.

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)

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
46,000

Email Subscribers
118,200

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.

SOUTHERN Lady Leaderboard

Home Decorate Entertain Recipe Box Travel Lifestyle

Reflections of Summer in the South

Skyscraper

Box

Box

Box

Rectangle

WEBSITE

About Southern Lady Latest Posts More Hoffman Media Publications

EMAIL

SOUTHERN Lady

RECIPES AND REPIEVES

EMAIL

Banner

Box **Box**

Box **Box**

Banner

Rectangle **Rectangle**

Social Following: 25,800



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