

# Southern CAST IRON®

**HOTTEST  
LAUNCH** 2016

awarded by **min**

## *A Legacy of Timeless Flavor.*

Passed down from fathers to sons, from grandmothers to granddaughters, cast iron is a treasure beyond worth. An heirloom skillet bears the memories of a thousand meals and experiences, layered into its storied surface one by one. **Southern Cast Iron** celebrates those meals, the cooks who made them, and the makers and collectors who share our passion for this workhorse of the Southern kitchen.

### WE ARE...

#### Nostalgic

Hearty  
Inventive  
Respectful  
Curious  
Inspired

### HOW WE DO IT...

#### Discovery

Inspiration for  
using and  
preserving a  
beloved  
heirloom

#### Reward

Recipes,  
stories, and  
products that  
nurture a  
sense of  
nostalgia

#### Connections

A community  
of devoted  
enthusiasts

#### Southern

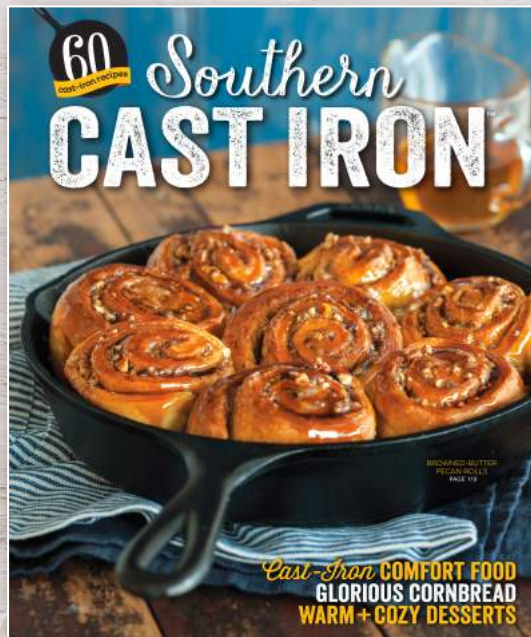
A soul forged in  
the South with  
something for  
everyone.

#### Authentic

Trusted recipes that  
make the most of this  
treasured cookware

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## Magazine Marketing

Rate base: 150,000

Frequency: 5x

Cover 2, Page 1	\$9,450
Spread	\$7,800
Full page	\$4,500
Cover 4	\$6,150

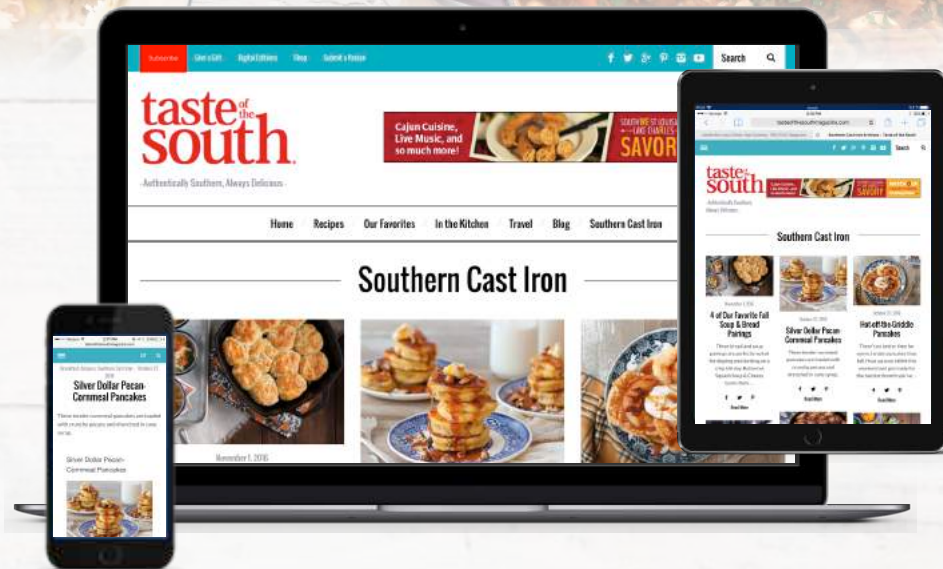
## Ad Specs

Trim size	9.0" x 10.875"
Full page (bleed only)	9.125" x 11.0"

## Digital Marketing

TasteoftheSouthMagazine.com

Standard IAB	\$20.00 cpm
Geo-targeted standard IAB	\$30.00 cpm
Pop-up	\$50.00 cpm



Southern Cast Iron digital content resides on TasteoftheSouthMagazine.com.  
Advertising rates shown in net dollars.

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The background of the entire page is a photograph of various cast iron items on a wooden surface. In the upper left, a large, dark, rectangular cast iron skillet is positioned diagonally. To its right, a dark, fluted cast iron skillet is visible. In the lower right, a pair of silver-colored metal tongs rests on a light-colored wooden surface. The text 'Southern CAST IRON' is overlaid in the top left corner. 'Southern' is in a white, cursive script font, while 'CAST IRON' is in a large, bold, white, distressed sans-serif font.

# Southern CAST IRON

## 2017 Editorial Calendar

### Spring

Ad Closing/Materials Due: 12/14/16 | On-Sale: 2/28/17

### Summer

Ad Closing/Materials Due: 3/8/17 | On-Sale: 5/23/17

### Fall

Ad Closing/Materials Due: 5/26/17 | On-Sale: 8/15/17

### Christmas

Ad Closing/Materials Due: 8/22/17 | On-Sale: 11/7/17

### Winter

Ad Closing/Materials Due: 9/29/17 | On-Sale: 12/19/17

### In Every Issue:

*Curiosities:* A collection of new and noteworthy cast-iron related products, tips, and restaurant dishes

*Chef's Table:* Interviews with Southern chefs plus recipes from their restaurants

*Bread Basket:* A recurring column that highlights a cast-iron baked bread or roll

*Cookbook Collection:* A review of a new cookbook or well-loved classic that features cast iron

*The Perfect:* A focus on the techniques behind the perfect version of our favorite dishes

*Skillet Stories:* A personal essay from a culinary personality that delves into his/her passion for cast iron

As of 11/1/16. Subject to change

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# Southern CAST IRON



## STORYMAKER

### Branded content studio

Your story, handcrafted for our deeply engaged audience by our in-house team of content creators. We help generate dynamic conversations with your customers, enabling you to connect on a one-on-one level in one or multiple Hoffman Media brands in print, digital, video, social, and/or event platforms.



# Southern CAST IRON

## WHEN SUBMITTING ARTWORK, USE HOFFMAN MEDIA'S FTP SITE

If your ad creative is 10MB or less, please send directly to the email address below. You can also share any size file with us from DropBox.com.

### For IOS (Mac)

Step 1: Use *Fetch* (<http://fetchsoftworks.com/>) or *Transmit* (<http://www.panic.com/transmit/>) to sign on to ftp.hoffmanmedia.com, Your customer user name is anonymous and your password will be your own email address.

Step 2: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

### For Windows (PC) and Internet Explorer 7

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Click on the page button at the top right, and select "Open FTP Site in Windows Explorer".

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

### For Windows (PC) and Internet Explorer 6 or earlier or any other browser

Step 1: Type in the URL, ftp.hoffmanmedia.com and press enter.

Step 2: Go to "File" and choose "Log On As". Your user name is anonymous and your password will be your own email address.

Step 3: Place your file in the appropriate magazine folder and then notify your advertising production representative that the file is ready for download.

### Contact:

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