

# 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

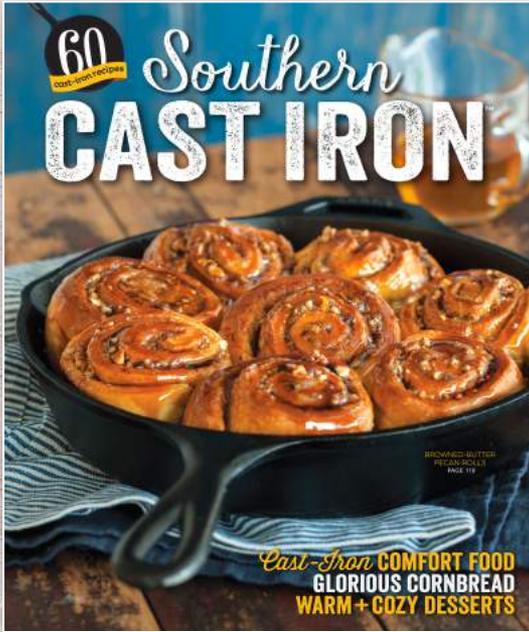
Southern

A soul forged in  
the South with  
something for  
everyone.

Authentic

Trusted recipes that  
make the most of this  
treasured cookware

**hm**  
hoffmanmedia



## 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"

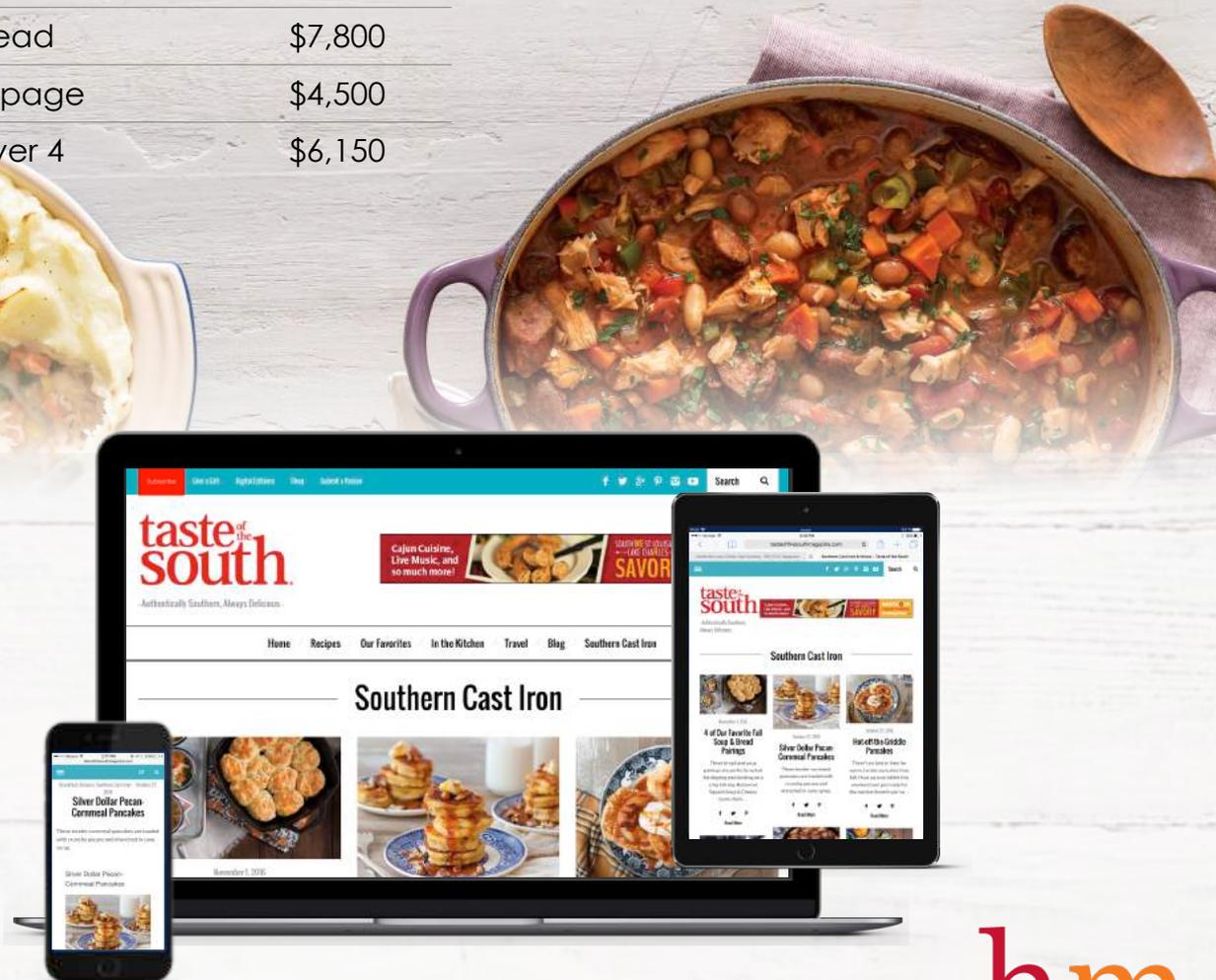
## Digital Marketing

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.



# 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

# Southern CAST IRON<sup>®</sup>



## 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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