



taste^{of the}
south

The Soul of the South

Good food, fellowship, and glorious times at the kitchen table—that's the heart and soul of **Taste of the South**. Each issue celebrates the South's rich food culture, sharing easy, nostalgic recipes that inspire our readers by reminding them of their most cherished food memories.

WE ARE...

Traditional

Genuine
Familiar
Inspiring
Comforting
Casual
Humble

HOW WE DO IT...

Discovery

A collection of
Southern recipes
that awakens
our favorite
memories

Reward

A reminder of
the simple joys
of sharing a
good meal
together

Connections

Recipes, farmers,
restaurants, and
products that are
uniquely Southern

Authentic

Classic recipes
tested and prepared
by real Southern
cooks

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Magazine

Rate base: 64,000

Frequency: 7x

Total audience: 256,000

Female: 90%

Median age: 61.4

Median HHI: \$79,348

58% spend 2+ hours reading each issue

70% read 4/4 issues

55% entertain at home at least 1x/month

2.4 recipes prepared from each issue

91% bake from scratch

89% get most of the recipes they prepare from magazines

Social Following

279,805



Digital

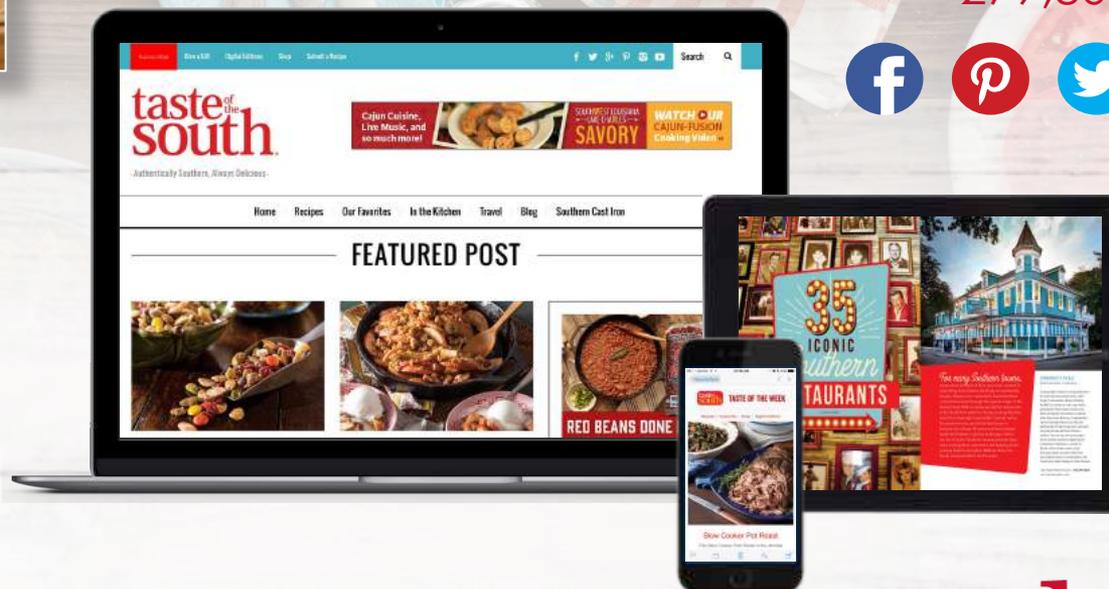
Unique monthly users: 88,000

Avg. monthly page views: 131,213

Female: 81%

Median age: 55.2

eNewsletter subscribers: 135,000



Sources- Print audience data: 2016 reader survey. Digital and social audience data: Google Analytics, 10/15/15 to 10/14/16



2017 Editorial Calendar

Jan/Feb: The Ultimate Southern Cookbook

Ad Closing/Materials Due: 10/26/16 | On-Sale: 12/20/16

Mar/Apr: The New Orleans Issue

Ad Closing/Materials Due: 1/11/17 | On-Sale: 2/28/17

May/Jun: Potluck & Barbecue

Ad Closing/Materials Due: 3/8/17 | On-Sale: 4/25/17

Jul/Aug: Fresh from the South, Taste 50

Ad Closing/Materials Due: 5/3/17 | On-Sale: 6/20/17

Sep/Oct: Fall Desserts

Ad Closing/Materials Due: 7/5/17 | On-Sale: 8/22/17

Nov: Thanksgiving

Ad Closing/Materials Due: 8/30/17 | On-Sale: 10/17/17

Dec: Holiday Cookbook

Ad Closing/Materials Due: 10/4/17 | On-Sale: 11/21/17

Jan/Feb 2018

Ad Closing/Materials Due: 11/1/17 | On-Sale: 12/26/17

In Every Issue:

Southern Sideboard: A collection of noteworthy Southern culinary personalities, products, events, restaurant openings, and more

Taste of the Season: Four recipes starring a fresh in-season Southern ingredient

Five Ways With: A classic Southern recipe prepared like you remember, with four new and inspired twists

South's Best: A curated list of restaurants that serve standout renditions of our favorite dishes

Road Trip: Where to stay, eat, and play in two major Southern cities, with tasty stops along the way

Southern Made: A mini-feature showcasing rising Southern makers

As of 11/1/16. Subject to change

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Magazine Marketing



Advertising Rates

Cover 2, Page 1	\$10,752
Spread	\$8,960
Full page	\$5,120
2/3 page	\$4,096
1/2 page	\$3,328
1/3 page	\$2,560
1/4 page	\$1,984
Cover 4	\$7,040

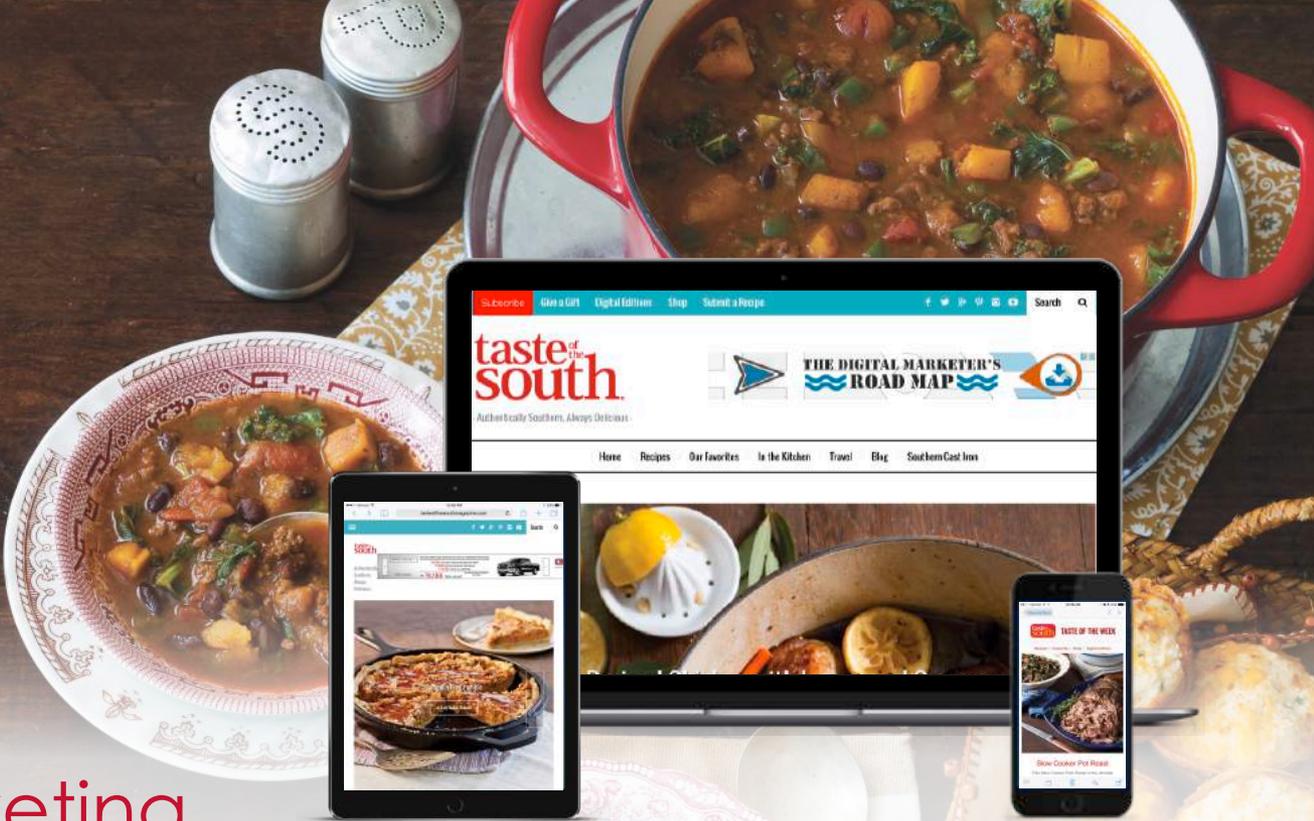
Ad Specs

Trim Size: 7.875" x 10.5"
Full page 6.875" x 9.375" (bleed 8.125" x 10.75")
2/3 page 4.5" x 9.375"
1/2 page (H) 6.875" x 4.625"
1/3 page (SQ) 4.5" x 4.625"
1/3 page (V) 2.1875" x 9.375"
1/4 page 3.375" x 4.625"

Contact:
 Taste of the South, Production
 Hoffman Media, LLC
 1900 International Park Drive, Ste 50
 Birmingham, AL 35243
 Phone: 205.262.2193
 Fax: 205.991.0071
 production2@hoffmanmedia.com

Tablet: All advertisements run on tablet version at no additional charge.
Business Reply Card and Inserts: Pricing available upon request; all business reply cards must accompany a minimum of a full page advertisement. 1/6P, 1/8P and 1/12P ad sizes are accepted; ask your sales representative for current rates. All rates are net.





Digital Marketing

TasteoftheSouthMagazine.com

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

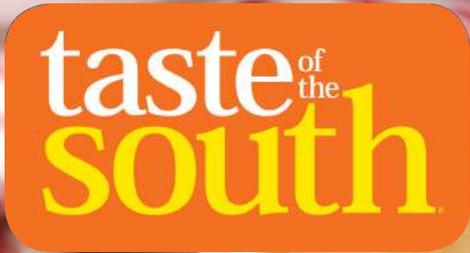
Taste of the South eNewsletter

300x250	\$30.00 cpm
600x250	\$75.00 cpm
Single sponsor	\$125.00 cpm

Artwork Files

Matching proportions at 72 dpi
 One 2x current dimensions for Retina displays
 Please email all files and hyperlink information to rcollins@hoffmanmedia.com



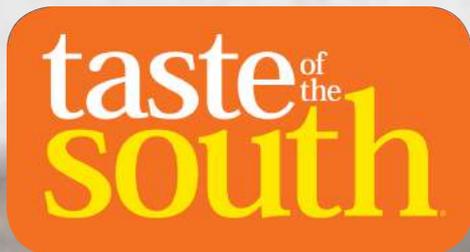


STORYMAKER

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.





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:

Kimberly Lewis, klewis@hoffmanmedia.com or Rachel Collins, rcollins@hoffmanmedia.com

