



*Southern*  
**CAST IRON**



# Southern CAST IRON®

70+

**NEW RECIPES  
IN EACH ISSUE**

Passed down from generation to generation, cast iron is a treasure beyond worth. An heirloom skillet bears the memories of a thousand meals and experiences, seasoned into its storied surface layer by layer. *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.

## Print

**Total Distribution** 180,000

**Frequency** 6x

## Digital

**Monthly Pageviews** 137,000

**E-Newsletter Subscribers** 5,000

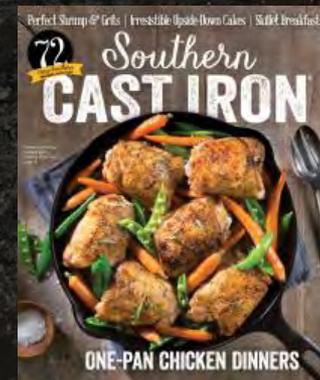
**Average Open Rate** 26.3%

**Average Clicks** 3.8%

## Social

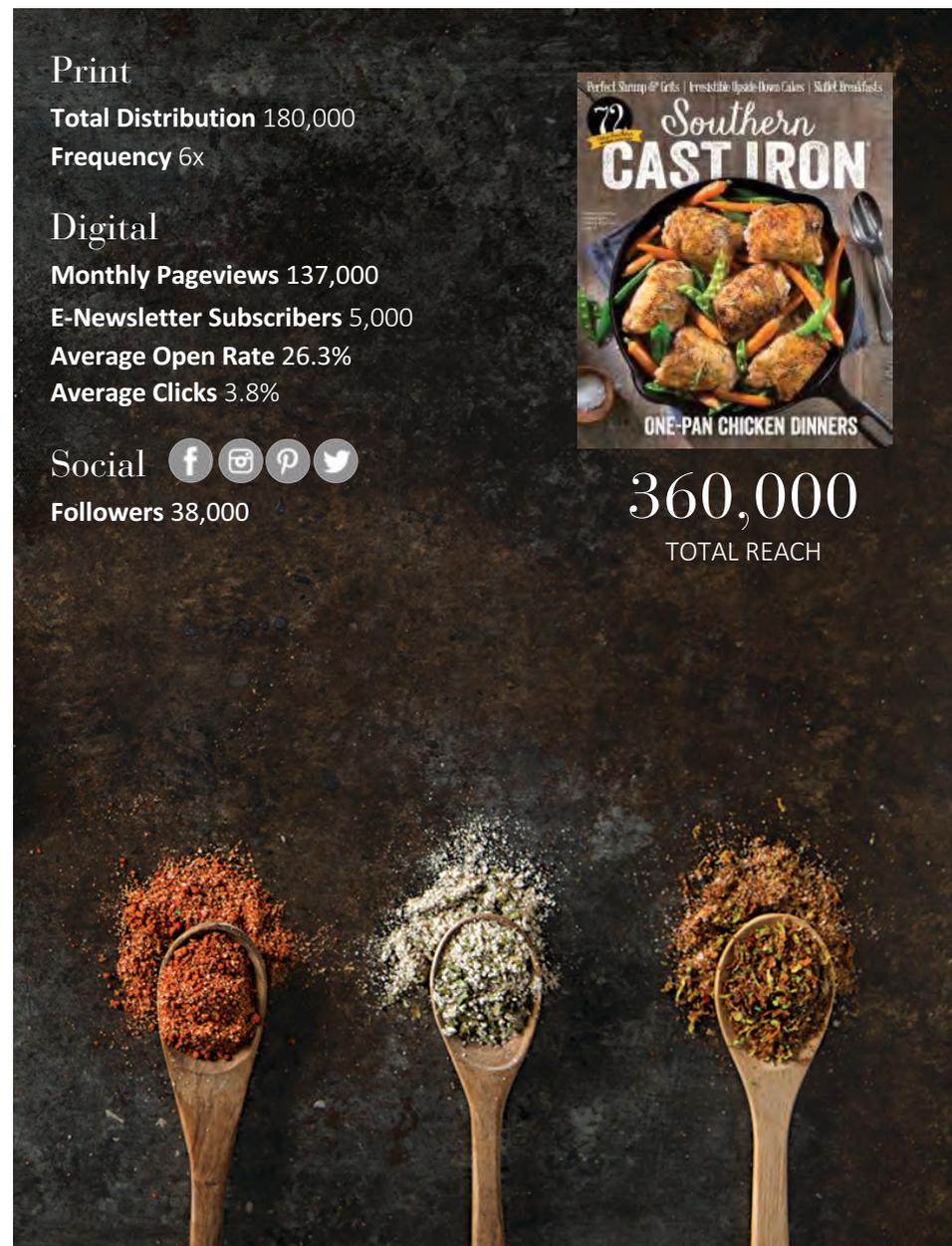


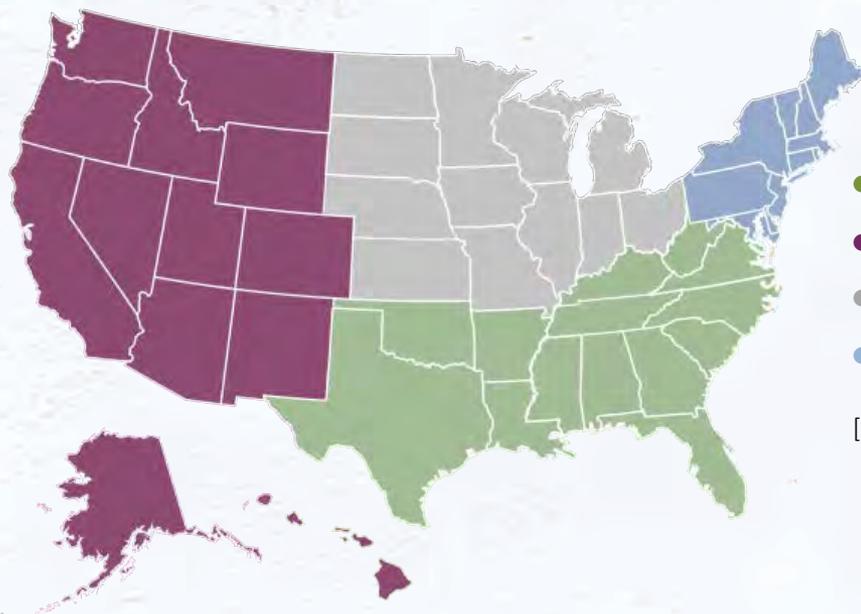
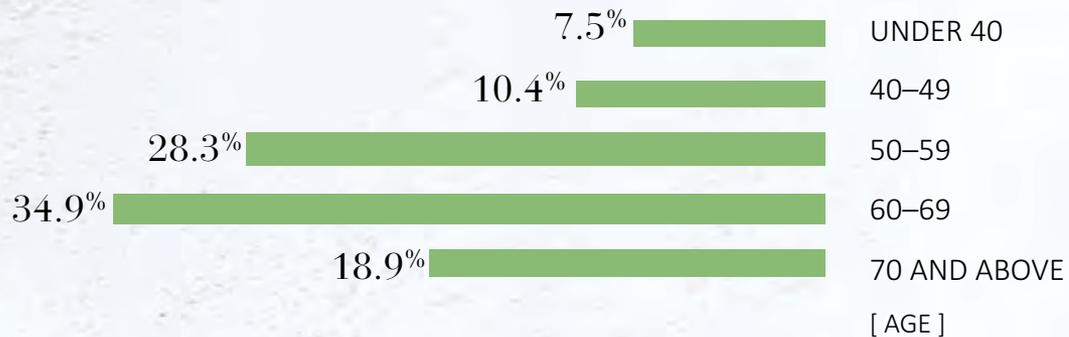
**Followers** 38,000



360,000

TOTAL REACH





**74%**  
**FEMALE**  
26% MALE

[ GENDER ]

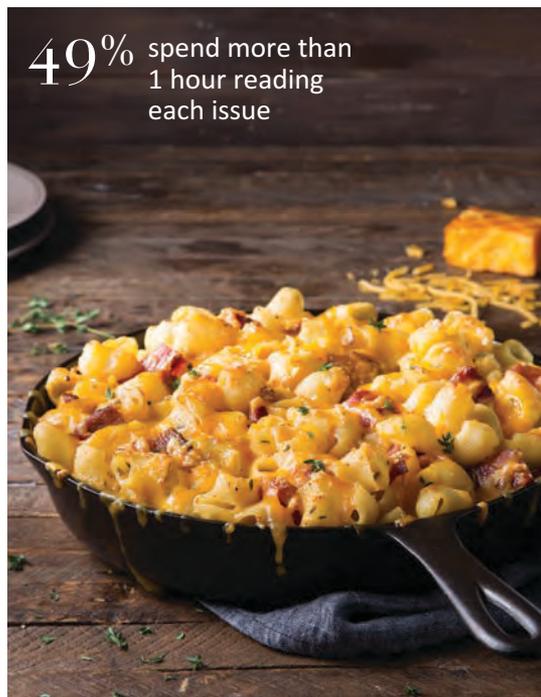


Southern  
**CAST IRON**

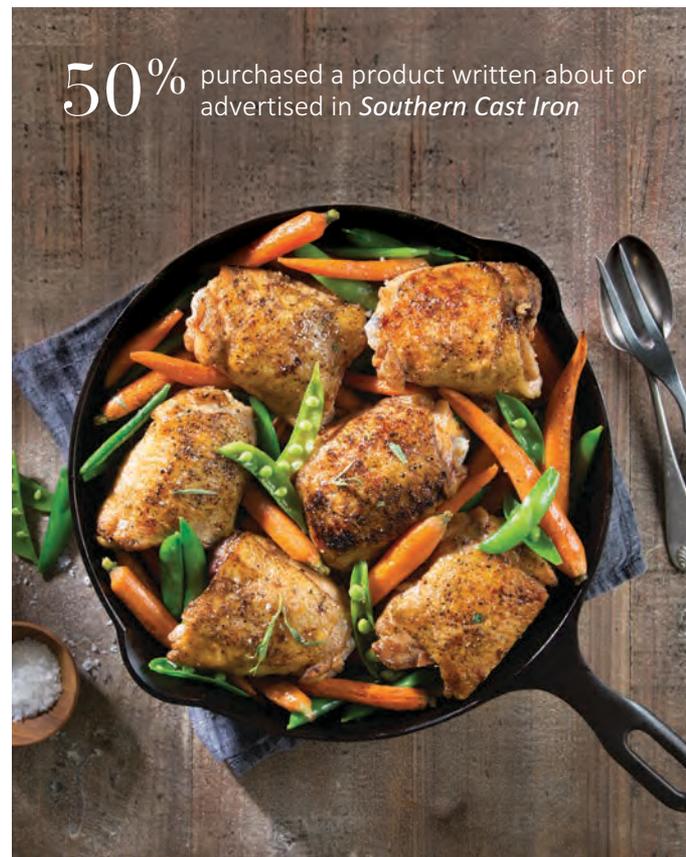
57% prepare 3+ recipes from each issue



49% spend more than 1 hour reading each issue



50% purchased a product written about or advertised in *Southern Cast Iron*



70% read 4 out of the last 4 issues



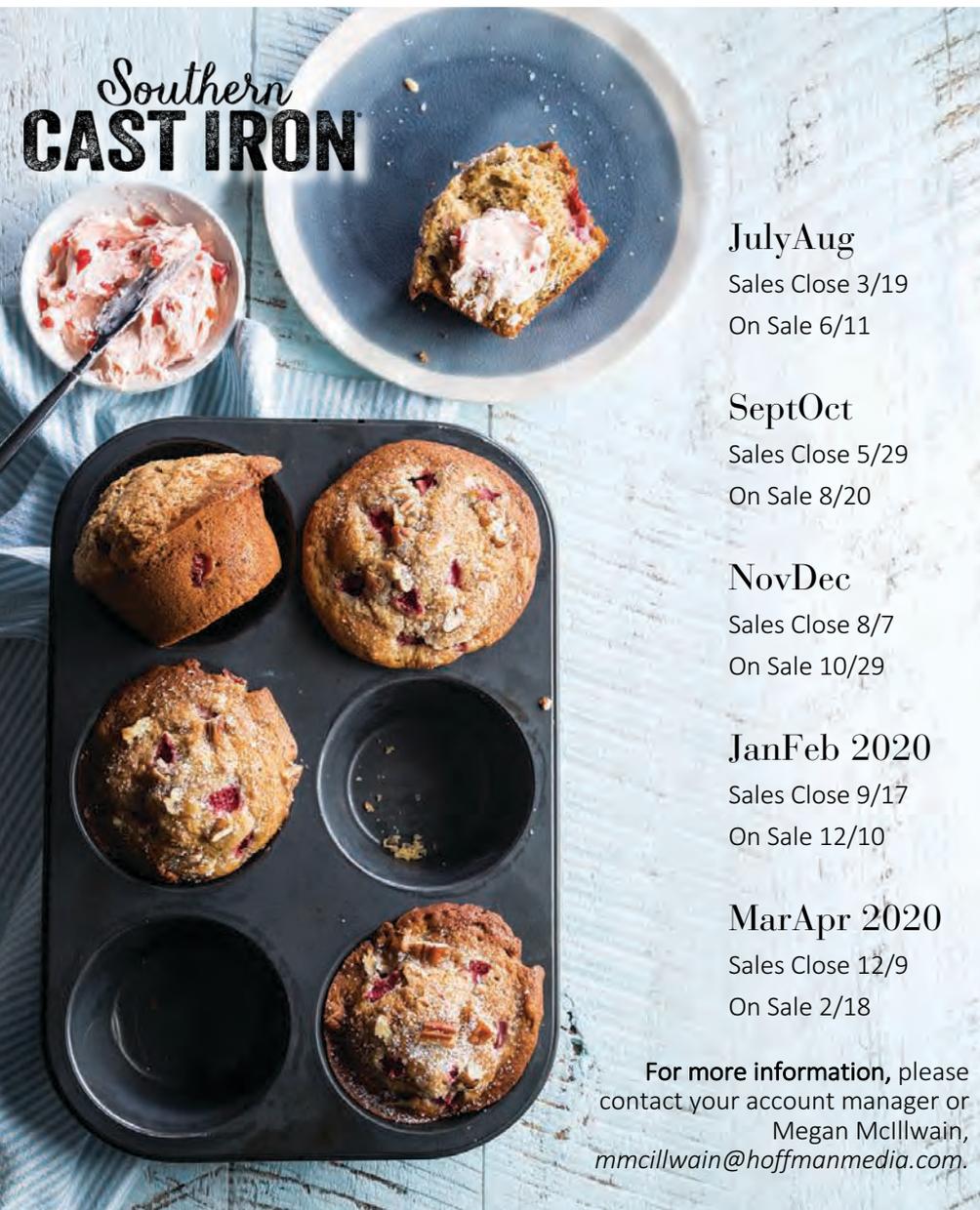
**Southern  
CAST IRON**

85% are active on social media



69% save entire issues





# Southern CAST IRON

## JulyAug

Sales Close 3/19

On Sale 6/11

## SeptOct

Sales Close 5/29

On Sale 8/20

## NovDec

Sales Close 8/7

On Sale 10/29

## JanFeb 2020

Sales Close 9/17

On Sale 12/10

## MarApr 2020

Sales Close 12/9

On Sale 2/18

For more information, please contact your account manager or Megan McIlwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).





***Southern Cast Iron*** was crafted to allow readers to slow down, unplug, and escape without distraction. Turning the pages is an experience readers can feel in the weight and texture of the paper in their hands, taste in the mouthwatering recipes, and see in the compelling images and clean design.

Success is due to a trusting readership eager to dig into the next issue. Combined with a commitment to a **30/70 ad-to-edit ratio**, it creates a targeted, expected environment for advertising.

## Advertising Rates

**Cover 2, Page 1** \$11,340

**Spread** \$9,360

**Full Page** \$5,400

**Cover 4** \$7,370

## Ad Specs

**Trim Size** 9.0" x 10.875"

**Full Page** 9.25" x 11.125"  
(bleed only)

## Digital Editions

All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

## Business Reply Card, Polybag, and Inserts

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.



[ BLOG POST VIA HOME PAGE ]

[ E-NEWSLETTER AD ]

# Southern CAST IRON

Written by editors, **Southern Cast Iron** digital placements allow content to travel to meet readers in the right place, through the right platform, at the right moment on their journey.

Leverage our deep expertise in engaging content creation and get to know our passionate audience through custom digital and social placements timed to complement your internal marketing campaigns and drive web traffic.

## Advertising Placements

### Blog Post \$2,000

- Advertiser logo
- 3+ images
- Links to advertiser website
- 300-500 words
- Option to embed video

### E-Newsletter Ad \$20 CPM

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



# Southern CAST IRON

For more information, please contact your account manager or Megan McIllwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).




What's in Season in Louisiana



**The Louisiana Oyster Trail**

French settlers in Louisiana began cultivating oysters as early as 1840, and the underwater delicacy has played a large role in the development of the state ever since. Over the years, Louisianians have discovered a variety of uses for oysters, more efficient ways to harvest oysters, and even methods to gather seed oysters and plant them in more favorable environments. Learn more about this classic bayou delicacy and other [seasonal seafood selections](#). Read our [Chef Chat with Ryan Trahan](#) to learn more about cooking with oysters.



**Other Louisiana Culinary Trails**

[Southwest Louisiana Brunch Trail](#)  
[Louisiana Brewery Trail](#)  
[Louisiana Holiday Trail of Lights](#)  
[Louisiana's Cajun Bayou Food Trail](#)

For more information, visit [LouisianaTravel.com](http://LouisianaTravel.com).



[ SPONSORED E-NEWSLETTER ]



**Southern Cast Iron**  
February 2 at 1:30 AM

This hearty salad brings a taste of the South's winter bounty to the table.



SOUTHERNCASTIRON.COM  
**Greens and Cornbread Salad - Southern Cast Iron**  
 Inspired by Italian panzanella, this hearty salad brings a tast...

[ FACEBOOK ]



southerncastiron








417 likes

southerncastiron Get evenly cooked, crispy chicken by using this simple skillet trick. (Link in profile) #southerncastiron <https://buff.ly/2TyAd2y> ... more

[ INSTAGRAM ]

## Advertising Placements

### Sponsored E-Newsletter \$50 CPM

- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

### Facebook \$500

- Single image, series of 2-5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags
- Paid promotion included

### Instagram \$500

- Single image, series of 2-5 images, or short video
- Link to advertiser website in bio
- Advertiser handle and hashtags

## Additional Opportunities

Social Media Platform Takeover

Influencer Network Program

Reader Sweepstakes

*We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.*



## Southern CAST IRON<sup>®</sup> STORYMAKER

Hoffman Media's branded content division, StoryMaker, offers advertisers access to an in-house team of writers, designers, photographers, videographers, event planners, and content creators to help tell their story.

Turnkey, custom programs promoted across multiple platforms provide for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

### Opportunities

- |                            |                                  |
|----------------------------|----------------------------------|
| Insert                     | Videography                      |
| Polybag                    | Custom Book Publishing           |
| Reader Sweepstakes         | Catalog/Travel Guide Development |
| Influencer Network Program | and Production                   |
| Test Kitchen Partnership   | Restaurant Takeover              |
| Recipe Development         | Event Planning and Execution     |
| Food and Prop Styling      | White Glove Content Creation     |
| Photography                |                                  |

**For more information**, please contact your account manager or Megan McIllwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*





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Creative for custom content and digital placements should be directed to Megan McIlwain, [mmcillwain@hoffmanmedia.com](mailto:mmcillwain@hoffmanmedia.com).

For print ad creative 10MB or less, send directly to Kimberly Lewis, [klewis@hoffmanmedia.com](mailto:klewis@hoffmanmedia.com), or Rachel Collins, [rcollins@hoffmanmedia.com](mailto:rcollins@hoffmanmedia.com). Any size file accepted via Dropbox or WeTransfer.

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### For submitting via FTP:

#### STEP 1

**For iOS (Mac):** Use Fetch ([fetchsoftworks.com](http://fetchsoftworks.com)) or Transmit ([www.panic.com/transmit](http://www.panic.com/transmit)) to sign on to [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com). Your customer user name is “anonymous,” and your password will be your email address.

**For Windows (PC) and Internet Explorer 7:** Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Click on the page button at the top right and select “Open FTP Site in Windows Explorer.”

**For Windows (PC) and Internet Explorer 6 or earlier, or any other browser:** Type in the URL [ftp.hoffmanmedia.com](ftp://ftp.hoffmanmedia.com), and press enter. Go to “File” and choose “Log On As.” Your user name is “anonymous,” and your password will be your email address.

#### STEP 2

Place your file in the appropriate magazine folder, and notify your advertising production representative that the file is ready for download.