

# Southern home.





# Southern home®

*Southern Home* steps inside the region's most inviting spaces, offering a window to a world where every detail is considered. With a nod to the past, we offer an abundance of inspiration that blends gracious and elegant living with today's welcoming styles. We also introduce our readers to the talented architects and designers behind these expertly crafted and furnished homes.

## Print

**Total Distribution** 100,000  
**Frequency** 6x

## Digital

**Monthly Page Views** 35,880  
**E-Newsletter Subscribers** 4,717  
**Average Open Rate** 23.1%  
**Average Clicks** 3.0%



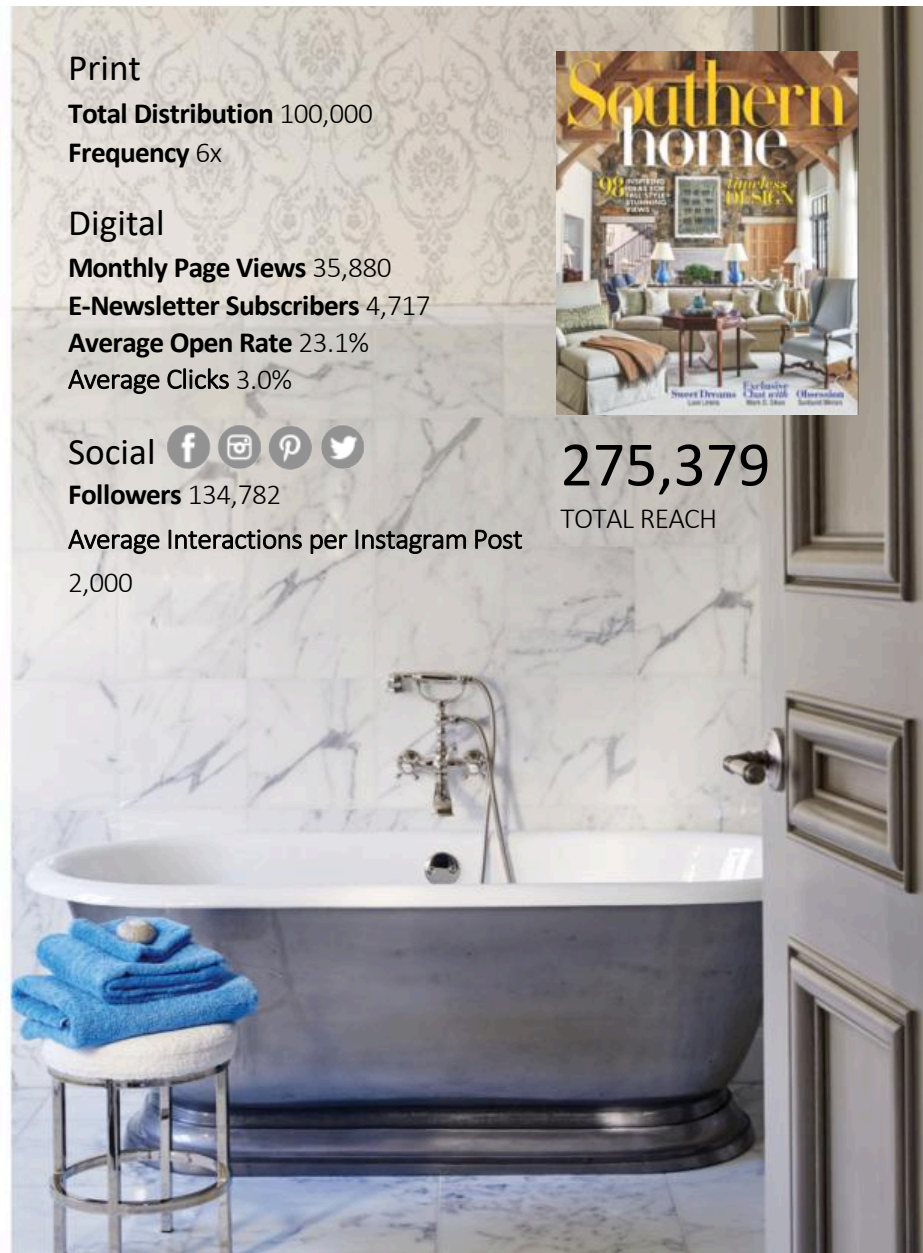
## Social

**Followers** 134,782

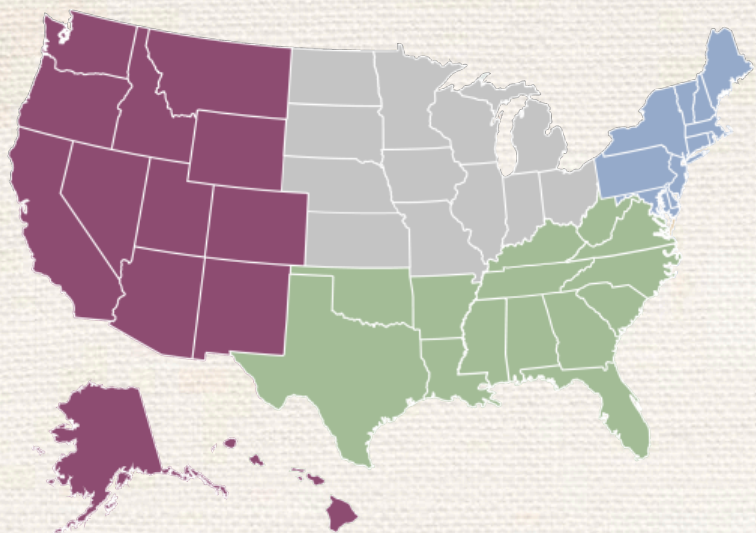
**Average Interactions per Instagram Post**  
 2,000

**275,379**

TOTAL REACH







Southern home

**\$175,000**

[ MEDIAN HHI ]



**99%**  
**FEMALE**  
1% MALE

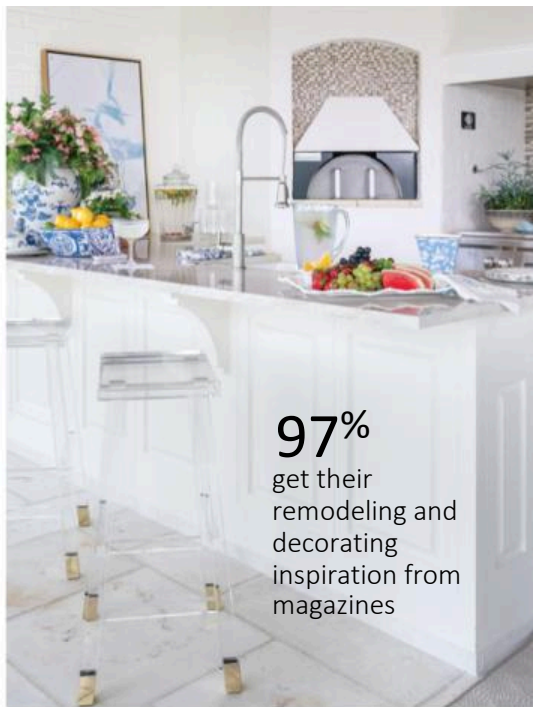
[ GENDER ]



79% read 4 out of the last 4 issues



97% get their remodeling and decorating inspiration from magazines



77% prefer to decorate their own home



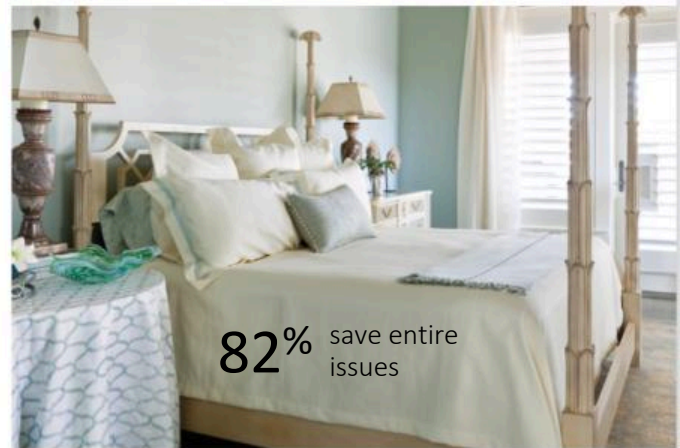
74% rate *Southern Home* as excellent, when compared to other publications they read



52% decorated their home based on a feature in *Southern Home*



82% save entire issues







Southern  
home®

**ON TREND**

**Mar | Apr**

Curved Furniture

**May | Jun**

Outdoor Furniture

**Jul | Aug**

Indoor & Outdoor Rugs

**Sept | Oct**

TBD

**Nov | Dec**

Gifts to Give

**Jan | Feb 2021**

Ottomans

**Mar | Apr**

Sales Close 12/6 | On Sale 2/18

**May | Jun**

Sales Close 1/23 | On Sale 4/7

**Jul | Aug**

Sales Close 4/3 | On Sale 6/16

**Sept | Oct**

Sales Close 6/12 | On Sale 8/25

**Nov | Dec**

Sales Close 8/21 | On Sale 11/3

**Jan | Feb 2021**

Sales Close 10/1 | On Sale 12/15

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





*Southern Home* 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 and see in the compelling images and clean design.

Success is due to a loyal, trusting readership confident the publication will deliver every time. 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** \$6,300
- Spread** \$5,260
- Full Page** \$3,000
- Cover 4** \$4,100

### 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.

*Frequency pricing and custom program proposals available upon request..*





[ BLOG POST VIA HOME PAGE ]

[ E-NEWSLETTER AD ]

# Southern home

Written by editors, *Southern Home* 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

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

### E-Newsletter Ad

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



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

[ SPONSORED E-NEWSLETTER ]

[ FACEBOOK ]

[ INSTAGRAM ]

## Advertising Placements

### Sponsored E-Newsletter

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

### Facebook

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

### Instagram

- 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 home®

The editors of *Southern Home* have launched a special marketplace section to answer the most frequent question asked by readers:

### **What are your favorite products?**

It's no secret readers are constantly on the hunt for hidden gems and new finds. This new section will appear in each issue and feature up to two pages of must-have products for entertaining and design enthusiasts.

---

Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE \$500      SPECS 3.875" x 4.875"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.





## Southern home®

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

### Opportunities

|                            |  |
|----------------------------|--|
| Insert                     | Custom Book Publishing                             |
| Polybag                    | Catalog/Travel Guide Development<br>and Production |
| Reader Sweepstakes         | Event Planning and Execution                       |
| Influencer Network Program | White-Glove Content Creation                       |
| Photography                |  |
| Videography                |  |

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

*Pricing and custom program proposal available upon request.*





Creative for custom content and digital placements should be directed to Megan McIllwain, [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). We accept any size file via Dropbox or WeTransfer.

---

### For submitting via FTP:

#### STEP 1

**For iOS (Mac):** Use Fetch ([fetchsoftworks.com](http://fetchsoftworks.com)) or Transmit ([panic.com/transmit](http://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.





# Southern home®

**Katie Hagan** | Account Director  
AL, FL, TN  
ck-hagan@hotmail.com  
251.802.4994

**Kathy Gross** | Account Director  
FL, GA, KY, MD, NC, SC, VA, DC, WV  
kgross@hoffmanmedia.com  
203.505.8405

**Katie Guasco** | Account Director  
LA, MS, AR, TX  
kguasco@hoffmanmedia.com  
225.485.8830

**Mary-Evelyn Dalton** | Account Manager  
maryeveholder@comcast.net  
615.481.2595

**Kevin Masse** | Digital and Social Brand Partnerships  
kmasse@hoffmanmedia.com  
716.860.8280