

taste OF THE south



taste OF THE south

Authentically Southern, always delicious—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 and inspiring them with updated twists to show off the best of South.

50+
NEW RECIPES
IN EACH ISSUE



Print

Total Distribution 100,000

Frequency 7x

Digital

Monthly Page Views 429,823

E-Newsletter Subscribers 95,122

Social    

Followers 394,544

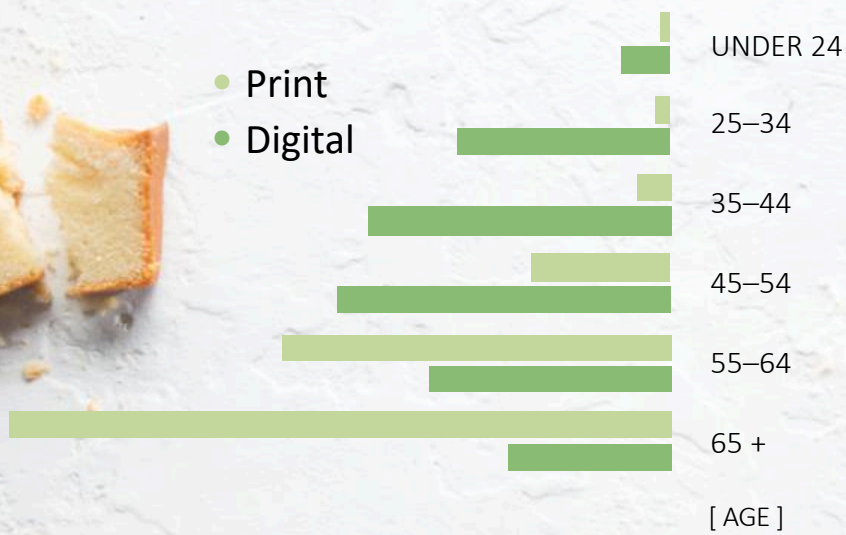
Average Reach per Facebook Post 2,800



1,019,489

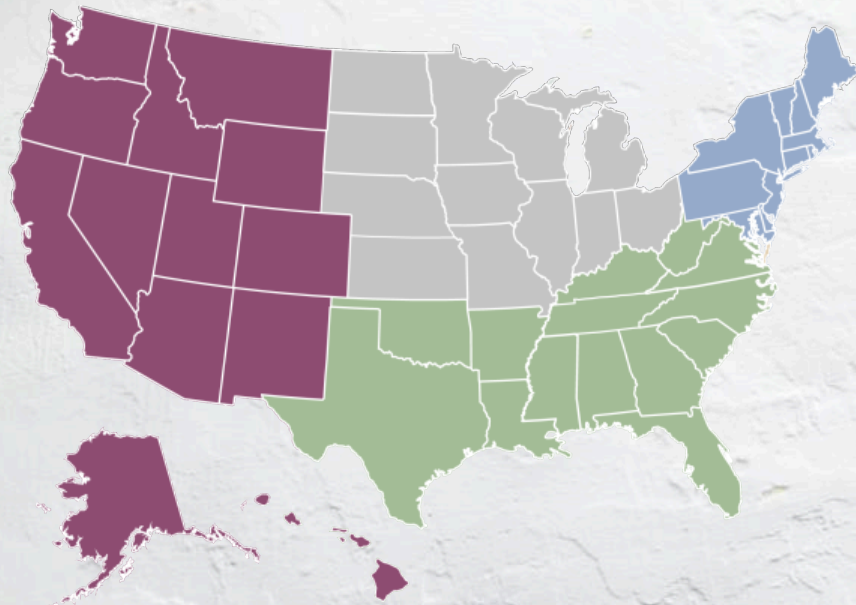
TOTAL REACH





93%
FEMALE
 7% MALE

[GENDER]



- South: 57%
 - West: 12%
 - Midwest: 19%
 - Northeast: 12%
- [GEOGRAPHICAL]



\$87,500

[MEDIAN HHI]

taste OF THE south

Sources—Print: Publisher’s 2019 Statement of Ownership; Digital and Social: Google Analytics, based on Sept. 2019 data; HHI: 2018 reader survey.



70%
save entire
issues



53% have been
readers for
4+ years

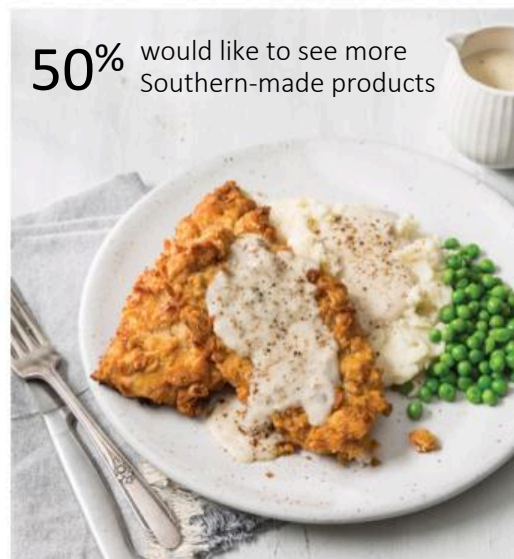


63% purchased a product
written about
or advertised in
Taste of the South



68% read 4 out of
the last 4 issues

taste of the south



50% would like to see more
Southern-made products



83% cut out
recipes



March | April
The Spring Issue
Sales Close 11/27
On Sale 2/4

May | June
Potlucks & Picnics
Sales Close 2/6
On Sale 4/7

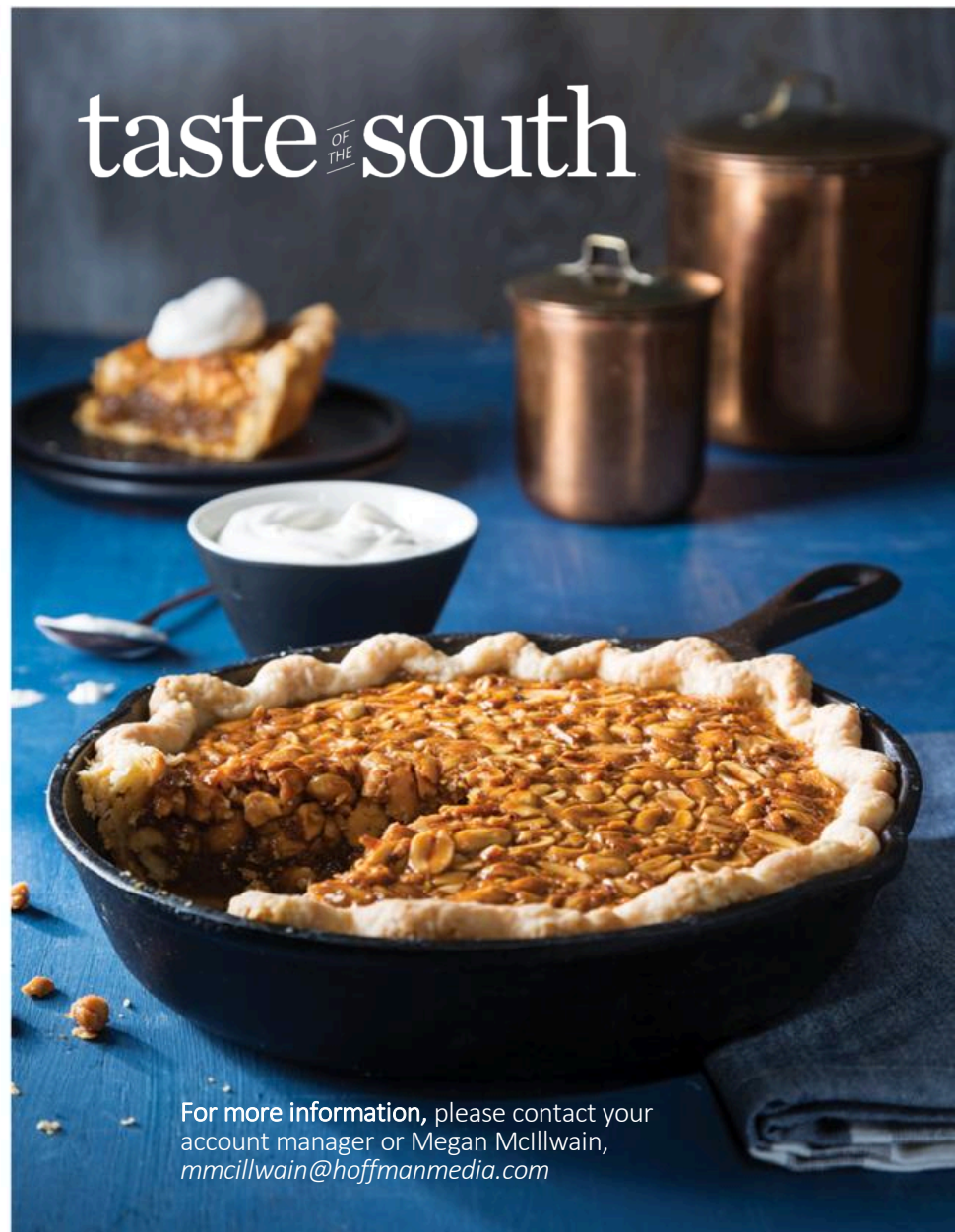
July | August
The Summer Issue
Sales Close 4/1
On Sale 6/2

September
The Easy Issue
Sales Close 5/26
On Sale 7/28

October
Hearty Fall Favorites
Sales Close 7/7
On Sale 9/1

Nov | Dec
Holidays Made Easy
100th Issue Celebration
Sales Close 8/12
On Sale 10/20

Jan | Feb 2021
Comfort Food Issue
Sales Close 10/5
On Sale 12/8



taste OF THE south

For more information, please contact your account manager or Megan McIllwain, mmcillwain@hoffmanmedia.com



Taste of the South 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 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** \$8,400
- Spread** \$7,000
- Full Page** \$4,000
- 2/3 Page** \$3,200
- 1/2 Page** \$2,600
- 1/3 Page** \$2,000
- 1/4 Page** \$1,550
- Cover 4** \$5,500

Ad Specs

- Trim Size** 9" x 10.875"
- Full Page** 8.0" x 9.875" (bleed 9.25" x 11.125")
- 2/3 Page** 5.25" x 9.875"
- 1/2 Page (H)** 8.0" x 4.875"
- 1/3 Page (SQ)** 5.25" x 4.875"
- 1/3 Page (V)** 2.5" x 9.875"
- 1/4 Page** 3.875" x 4.875"

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 proposal available upon request. 1/6 P, 1/8 P, and 1/12 P ad sizes are accepted; ask your account manager for current rates. All rates are net.

taste OF THE south

Written by the editors of *Taste of the South*, 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



[BLOG POST VIA HOME PAGE]

[E-NEWSLETTER AD]

taste OF THE south



For more information, please contact your account manager or Megan McIlwain, 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.

taste OF THE south

The editors of *Taste of the South* 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 new finds to spice up their cooking and enhance their lifestyle. This new section will appear in each issue and feature up to two pages of must-have products to help readers celebrate the South's rich food culture.

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

RATE \$650

SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.



taste OF THE south

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

For more information, please contact your account manager or Megan McIlwain, 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.

For print ad creative 10MB or less, send directly to Kimberly Lewis, kewis@hoffmanmedia.com, or Rachel Collins, 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) or Transmit (panic.com/transmit) to sign on to <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> 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> 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.

taste OF THE south

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

