

Southern home.





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



- Print
- Digital

UNDER 24

25–34

35–44

45–54

55–64

65 +

[AGE]

● South: 51%

● West: 19%

● Midwest: 21%

● Northeast: 9%

[GEOGRAPHICAL]

\$175,000

[MEDIAN HHI]

Southern
home®

99%

FEMALE

1% MALE

[GENDER]



79% read 4 out of the last 4 issues



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



97% get their remodeling and decorating inspiration from magazines



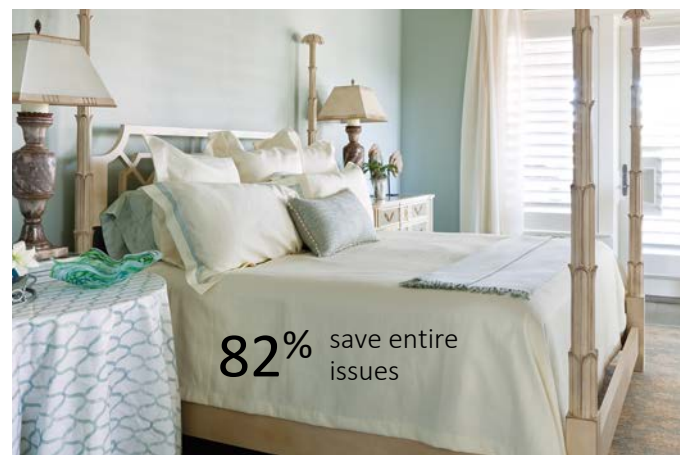
77% prefer to decorate their own home



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 Gretchen Norris,
gnorris@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 \$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 home UNIVERSAL
EXPLORE HOME

Win Up to \$5,000 in Living Room Furniture from Universal Furniture!

Save up to 15% on Paula Dean Home living room furniture August 3-13. Choose from a variety of beautiful collections to bring a taste of the South to your home. Visit us online to find a participating retailer near you and enter Universal Furniture's Living Room Giveaway now through August 13. You could win \$5,000 in living room furniture!

ENTER NOW

Functional Designs

Gorgeous handcrafted furnishings will equip your home with stylish, efficient, built-in features that make everyday life easy to manage.

Charming Details

Dress up your living spaces with warm and vibrant pieces that invite guests and residents to take a seat and feel at home in each room.

Diverse Interiors

From modern finishes to classic down-home touches, there's a signature look perfect for everyone to create a unique and livable abode.

ENTER TO WIN

1 2 3 4 5

[SPONSORED
E-NEWSLETTER]

Southern Home
February 5 at 6:04 PM · 🌐

Welcome to a little peek inside our latest special issue. Get your copy today via the link:
<https://bit.ly/2MGZJQn> #southernhomemag #southernhome #interiordesign #hydrangeas (📍)
John O'Hagan, design: Design Services of Florida, architecture: Wilmes Architects)

[FACEBOOK]

southernhomemag

♥️ 💬 📌

Liked by brianharthoffman and 1,558 others

southernhomemag The perfect color palette, if you ask us! (repost: @mariefaniganinteriors)

View all 25 comments

[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 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 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 Gretchen Norris, gnorris@hoffmanmedia.com.

Pricing and custom program proposal available upon request.



Creative for custom content and digital placements should be directed to Gretchen Norris, gnorris@hoffmanmedia.com.

For print ad creative 10MB or less, send directly to Kimberly Lewis, klewis@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](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.



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