SouthernLady

Louise

OVERVIEW



SouthernLady

Southern Lady celebrates the unique and cherished traditions that define our region, from gracious living and timeless décor to elegant entertaining and grand getaways across the South. We give each reader a sense of belonging and reinforce her pride in being a Southerner, fulfilling her desire for a deeper understanding of her way of life. Print Total Distribution 180,000 Frequency 7x

Social f @ P Y

Followers 196,150

Average Reach per Facebook Post 1,600 Average Interactions per Instagram Post 1,500

Digital

165,566

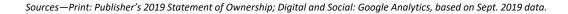
88,259

Monthly Page Views

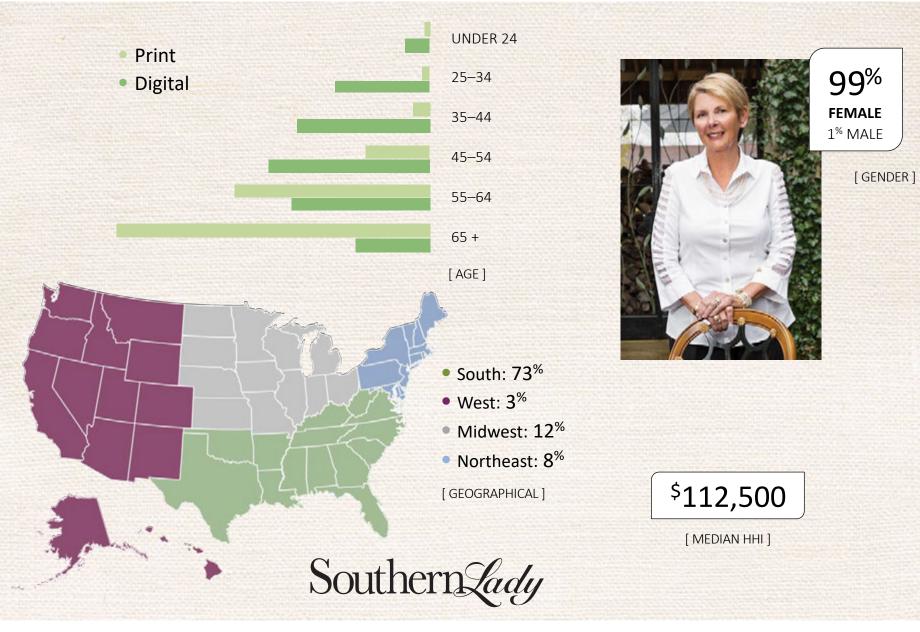
E-Newsletter Subscribers



629,975



AUDIENCE

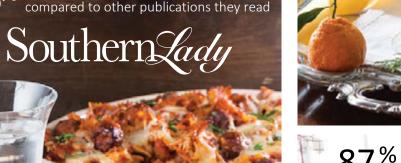


Sources-Print: Publisher's 2019 Statement of Ownership; Digital and Social: Google Analytics, based on Sept. 2019 data.

READER STATISTICS



76[%] rate *Southern Lady* as excellent when compared to other publications they read







77%

purchased a product written about or advertised in Southern Lady



Sources—2018 reader survey

2020 | 2021 EDITORIAL CALENDAR

Mar | Apr – Entertaining Sales Close 12/3 | On Sale 2/4

May | June – Gardens & Outdoor Living Sales Close 2/14 | On Sale 4/7

July | Aug – Best of Summer Sales Close 4/6 | On Sale 6/2

September – Welcome Fall Sales Close 6/5 | On Sale 7/28 October – Best of Autumn Sales Close 7/24 | On Sale 9/15

Nov | Dec – Holiday Sales Close 8/14 | On Sale 10/6

Jan | Feb 2021 – твр Sales Close 10/12 | On Sale 12/8



For more information, please contact your account manager or Gretchen Norris, gnorris@hoffmanmedia.com. .

Editorial content and dates subject to change. Ask your account manager about Southern Lady special interest publications (SIPs).



Southern Lady was designed to allow readers to slow down, unplug, and escape without distraction. Turning the pages is a luxurious 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 \$15,120 Spread \$12,600 Full Page \$7,200 ²/₃ Page \$5,760 ¹/₂ Page \$4,680 ¹/₃ Page \$3,600 ¹/₄ Page \$2,790 Cover 4 \$9,900

Ad Specs

Trim Size 9.0" x 10.875" Full Page 9.25" x 11.125" (bleed only) 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.

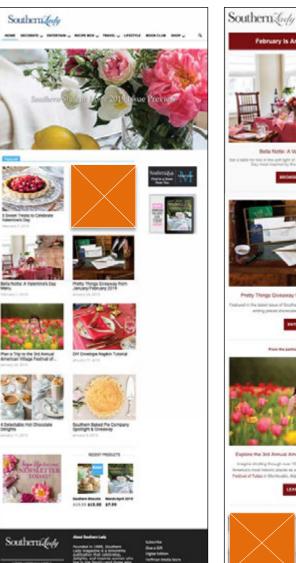
Business Reply Card, Polybag, and Inserts

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



DIGITAL MARKETING





[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]



Created by the editors of *Southern Lady*, digital placements allow content 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

Digital Marketing continued >

Southern Lady

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Special Message from Laura Bradford, Author of Portrait of a Sister



Dear Readers.

The absyst held a fascination for the Annah rand their way of IMs. Some of that, I suppose, stams them the low of the Laura legals Wilder books when I was young. For grow-spines, the Annah her way the much the logals here in the mid to late 1900s, yet they do it is a modern day world. As a person who is curious by nature, that intrigues me. As a person who happens to be a writer, that same intrigue has a way of leading me in all some of efforts interactions.

In Printed 17.6 States, my new neuro, we meet facts Better—a young Anish kennan who has speed to the bang "States" sets. "It's an issue what constrained with F8 for neibler reason than it's her normal. It doen't help matters that the one and only any in which Kate can thuly be her own person means having to say goodbye to everyone she hotto meet deal.

It's a story about choices. It's a story about family. And it's a story that will lenger in your heart, as it has more, long after you've finished reading.



[SPONSORED E-NEWSLETTER]

Southern Lady Magazine January 30 at 10:00 PM

Arranged in a lovely Beatriz Ball pitcher in the classically styled Latur pattern, the ruffied bioons of David Austin's 'Patience' white parteet nose mingle with bright-faced anemones, soft pink majolica spray...



48 Likes - 1 Comment

[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.





The editors of *Southern Lady* 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 beautiful, must-have products perfect for Southern lifestyle 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 \$950 SPECS 3.375" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

BRANDED CONTENT





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.

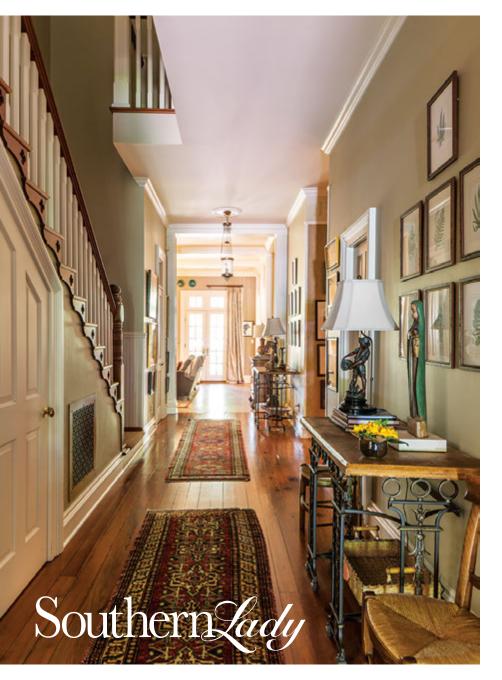
Turnkey, a custom program promoted across multiple platforms, provides for a complete, well-rounded opportunity to generate dynamic conversations with current and new customers in an editorial style.

Opportunities

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

For more information, please contact your account manager or Gretchen Norris, gnorris@hoffmanmedia.com.

SUBMITTING ARTWORK



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. 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.

ADVERTISING CONTACTS





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