

Southern **CAST IRON**



Southern CAST IRON®

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.

50+

NEW RECIPES
IN EACH ISSUE

Print

Total Distribution 150,000

Frequency 6x

Digital

Monthly Page Views 149,600

E-Newsletter Subscribers 5,904

Average Open Rate 23.7%

Average Clicks 3%

Social



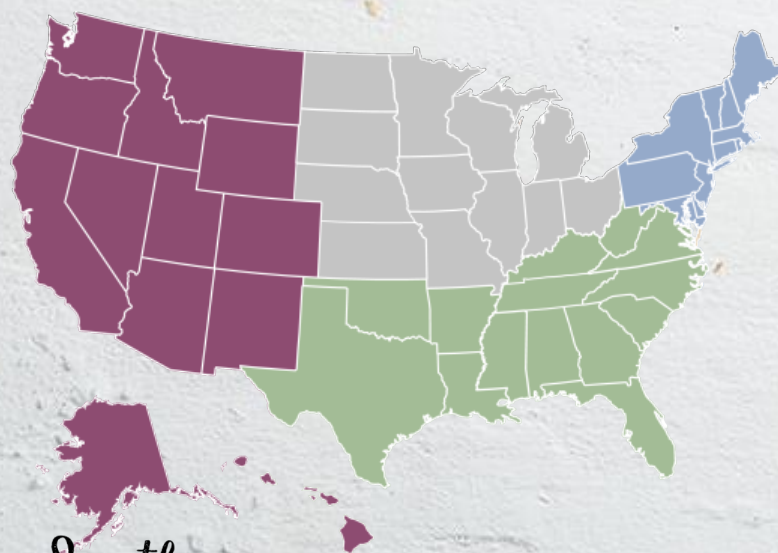
Followers 41,488



346,992

TOTAL REACH





Southern
CAST IRON



74%

FEMALE

26% MALE

[GENDER]

- South: 42%
- West: 25%
- Midwest: 21%
- Northeast: 12%

[GEOGRAPHICAL]



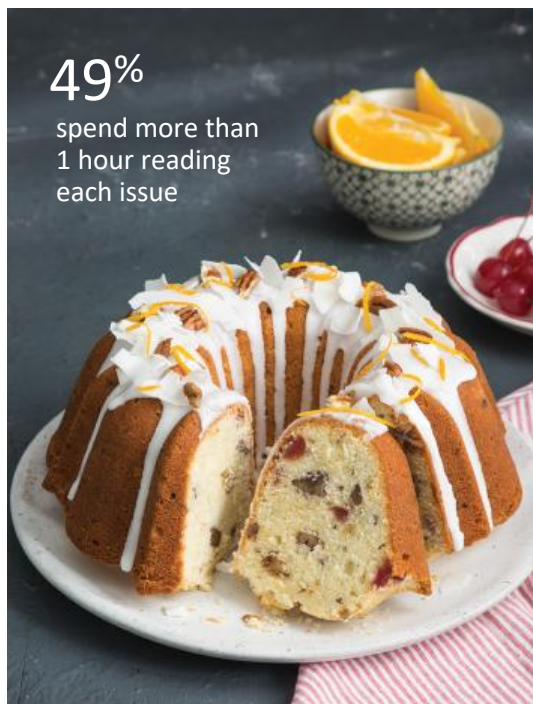
57%

Prepare
3 or more
recipes
from each
issue



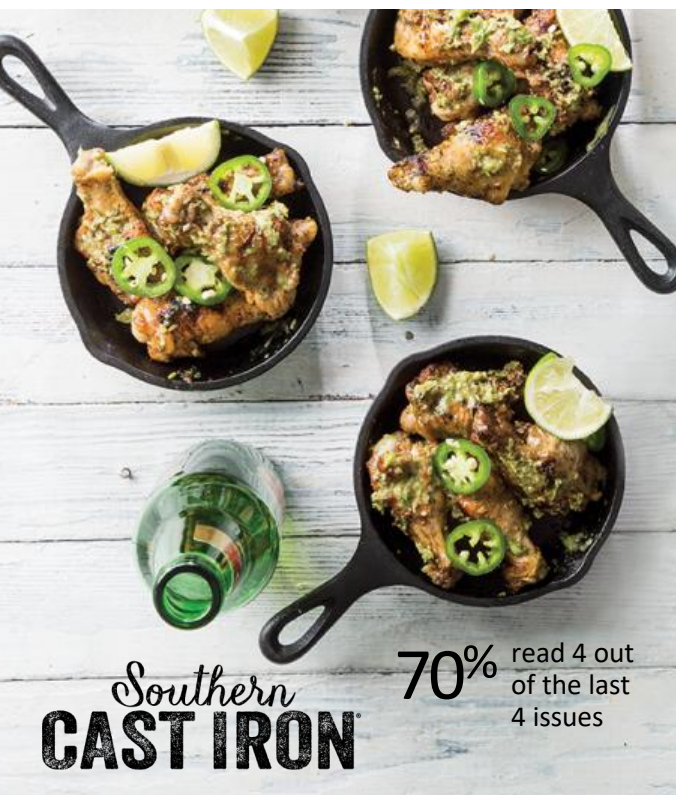
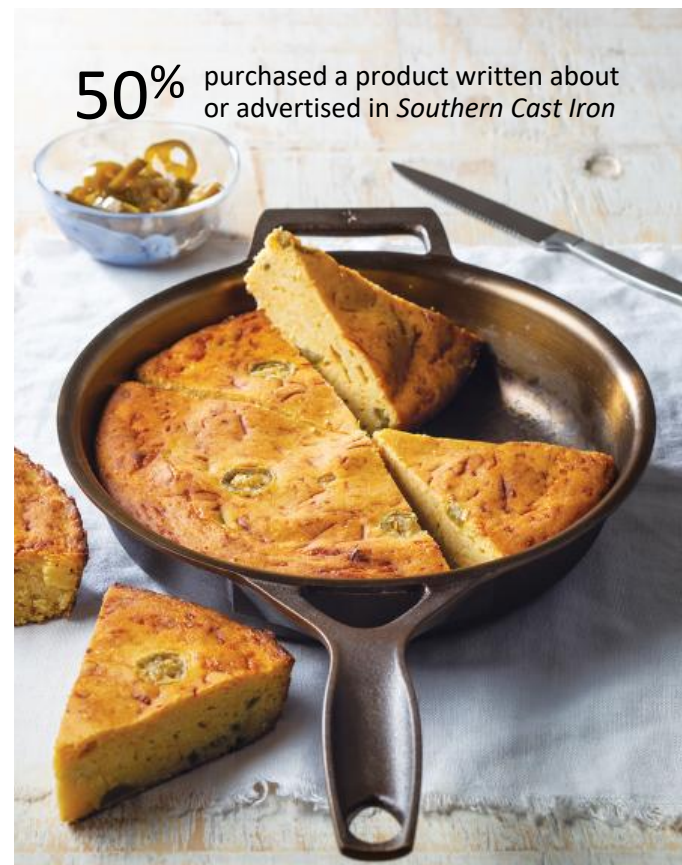
49%

spend more than
1 hour reading
each issue



50%

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



Southern
CAST IRON

70% read 4 out
of the last
4 issues

85% are active on
social media



69%

save
entire
issues





Southern CAST IRON®

Mar | Apr

Sales Close 12/3

On Sale 2/11

Sept | Oct

Sales Close 6/18

On Sale 8/25

May | Jun

Sales Close 1/24

On Sale 4/7

Nov | Dec

Sales Close 8/12

On Sale 11/3

July | Aug

Sales Close 4/6

On Sale 6/16

Jan | Feb 2021

Sales Close 9/15

On Sale 12/8

For more information, please contact your
account manager or Gretchen Norris,
gnorris@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 \$9,450

Spread \$7,800

Full Page \$4,500

Cover 4 \$6,140

Ad Specs

Trim Size 9.0" x 10.875"

Full Page 9.25" x 11.125"

(bleed only)

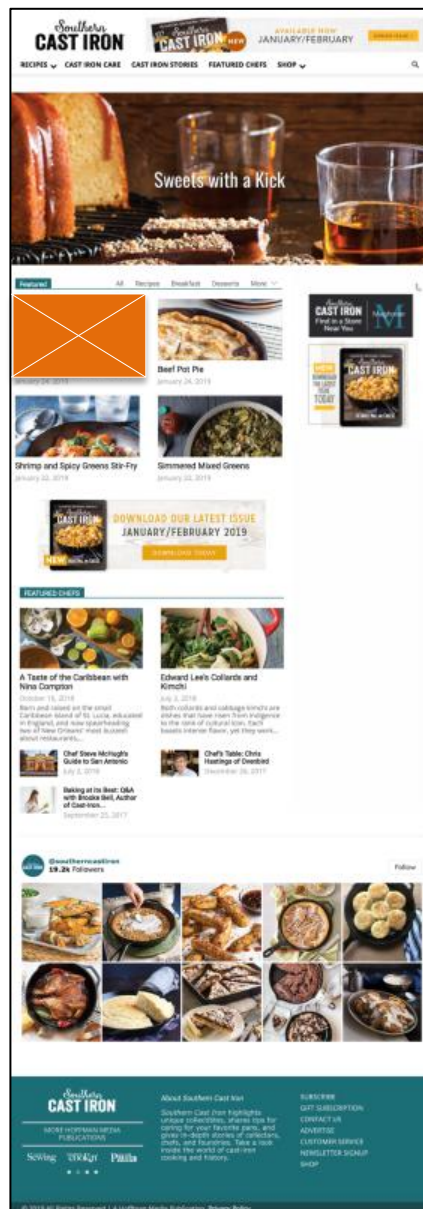
Digital Editions

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

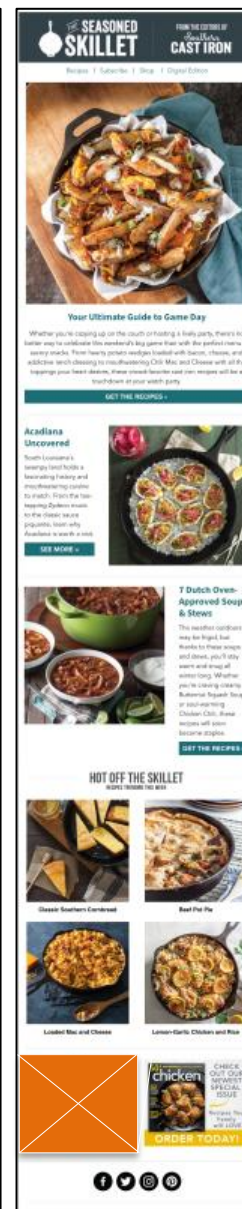
Business Reply Card, Polybag, and Inserts

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

Frequency pricing and custom program proposal available upon request. All rates are net.



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

Southern CAST IRON

Written by the editors of ***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

- 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

Southern CAST IRON



For more information, please contact your account manager or Gretchen Norris, gnorris@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 Boudin Trail](#)
- [Louisiana Brewery Trail](#)
- [Louisiana Holiday Trail of Lights](#)
- [Louisiana's Cajun Bayou Food Trail](#)

For more information, visit 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](https://buff.ly/2TyAd2y) ... more

[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 CAST IRON®

The editors of *Southern Cast Iron* 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 enrich their love of cast iron. This new section will appear in each issue and feature up to two pages of products to help readers discover the latest industry must-haves.

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

RATE \$700

SPECS 3.875" x 4.875"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.



Southern CAST IRON®

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.

Promoting your custom program 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.



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.

Southern **CAST IRON**

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

