

# Southern Lady







## Print

## Total Distribution

180,000

Frequency 7x

## Digital

## Monthly Page Views

165,566

## E-Newsletter Subscribers

88,259

## Social



Followers 196,150

Average Reach per Facebook Post 1,600

Average Interactions per Instagram Post 1,500

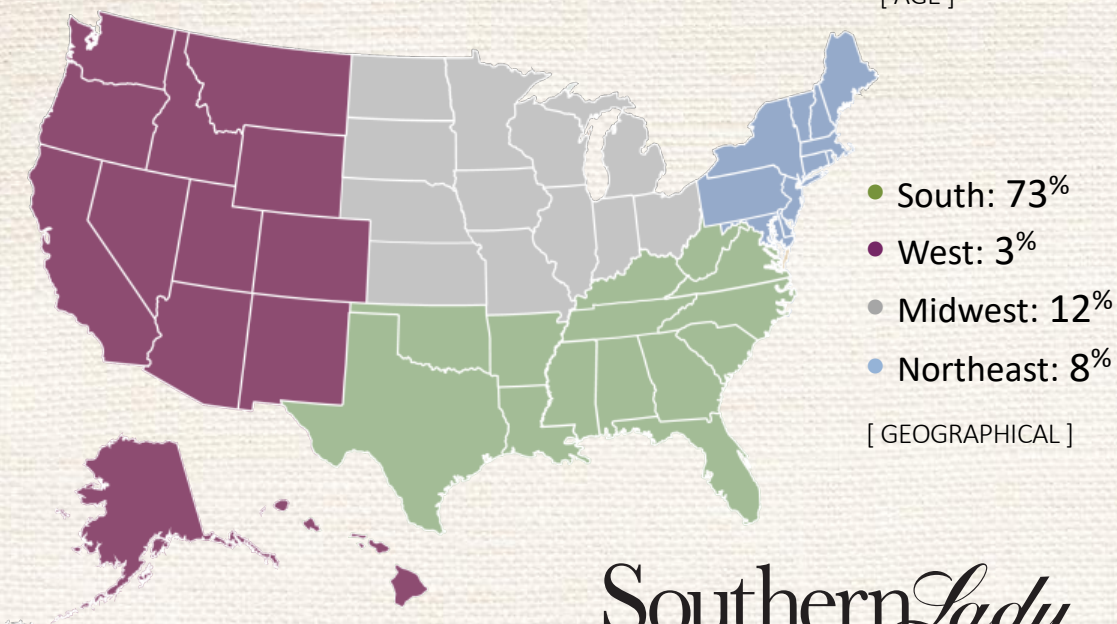


629,975

TOTAL REACH







*SouthernLady*



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

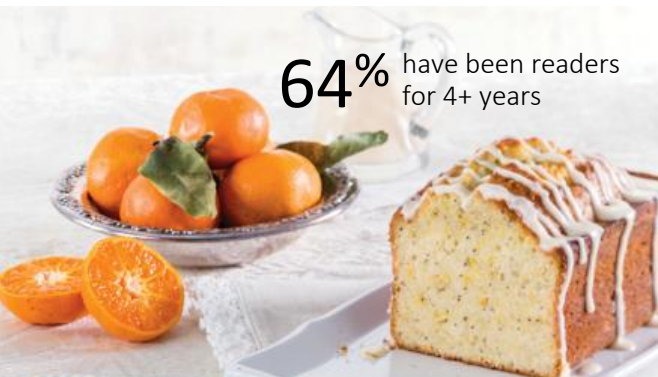
[ GENDER ]

**\$112,500**

[ MEDIAN HHI ]

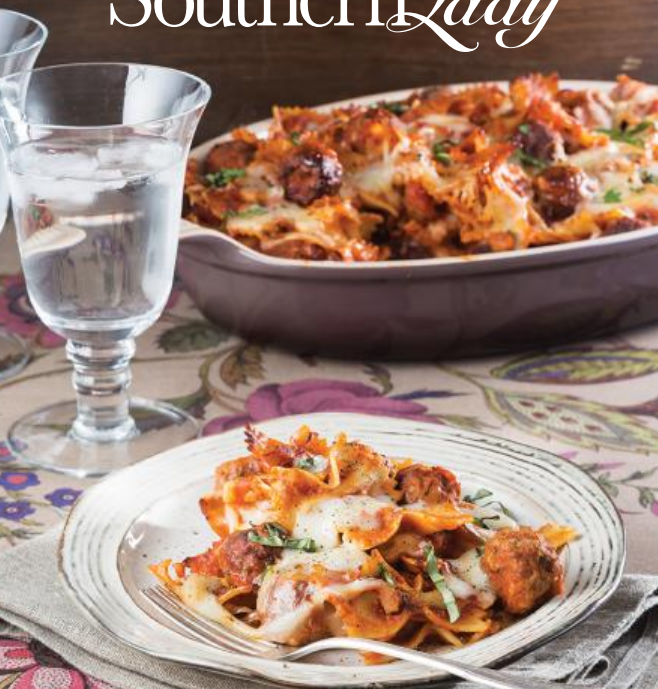


64% have been readers for 4+ years



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

*Southern Lady*



57% decorated their home based on a feature in *Southern Lady*

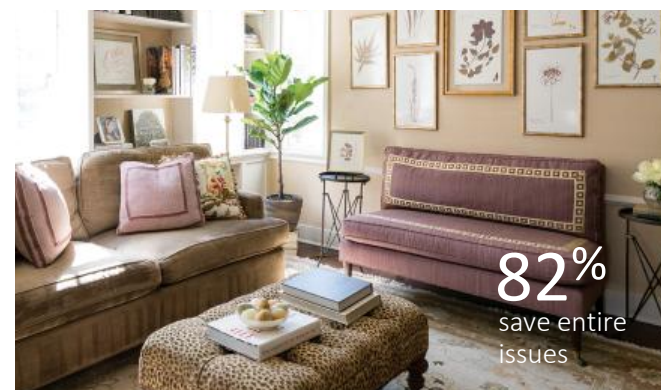


87% are active on social media



77%

purchased a product written about or advertised in *Southern Lady*



82% save entire issues



**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 – TBD**  
Sales Close 10/12 | On Sale 12/8



**SouthernLady**

For more information, please contact your  
account manager or Gretchen Norris,  
[gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).





*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** 7.875" x 10.5"

**Full Page** 8.125" x 10.75"

(bleed only)

**2/3 Page** 4.375" x 9.375"

**1/2 Page (H)** 6.875" x 4.625"

**1/3 Page (SQ)** 4.5" x 4.625"

**1/3 Page (V)** 2.1875" x 9.375"

**1/4 Page** 3.375" x 4.675"

## Digital Editions

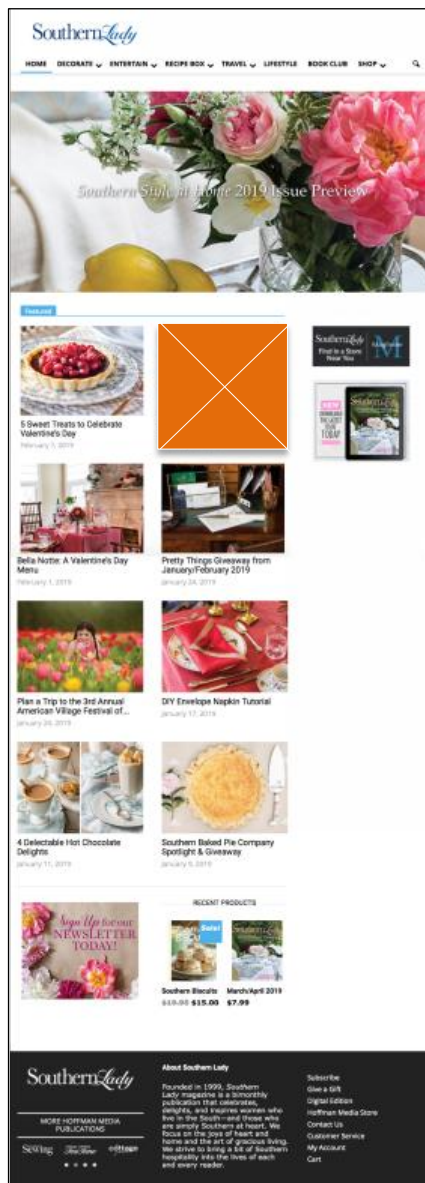
All advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

## Business Reply Card, Polybag, and Inserts

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







[ BLOG POST VIA HOME PAGE ]



[ E-NEWSLETTER AD ]

# SouthernLady

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

# SouthernLady

For more information, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).



SouthernLady KENSINGTON Publishing Corp.

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



Dear Readers,

I've always held a fascination for the Amish and their way of life. Some of that, I suppose, stems from my love of the Laura Ingalls Wilder books when I was young. For grown-up me, the Amish live very much the way the Ingalls lived in the mid to late 1800's, yet they do it in 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 sorts of different directions.

In *Portrait of a Sister*, my new novel, we meet Katie Seiler—a young Amish woman who has spent her life being "Hannah's twin." It's a role she's comfortable with if for no other reason than it's her normal. It doesn't help matters that the one and only way in which Katie can truly be her own person means having to say goodbye to everyone she holds most dear.

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

*Laura Bradford*

LEARN MORE



[ 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.



# SouthernLady

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.

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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.







# SouthernLady

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.

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## Opportunities

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

**For more information**, please contact your account manager or Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

*Pricing and custom program proposal available upon request.*





*Southern Lady*

Creative for custom content and digital placements should be directed to Gretchen Norris, [gnorris@hoffmanmedia.com](mailto:gnorris@hoffmanmedia.com).

For print ad creative 10MB or less, send directly to Kimberly Lewis, [klewis@hoffmanmedia.com](mailto: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](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.



# SouthernLady

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