

Southern
home






Southern Home steps inside the region's most inviting spaces, offering a window to a world where every detail is considered. With a nod to the past, we offer an abundance of inspiration that blends gracious and elegant living with today's welcoming styles. We also introduce our readers to the talented architects and designers behind these expertly crafted and furnished homes.



Print
Total Distribution 100,000
Frequency 6x

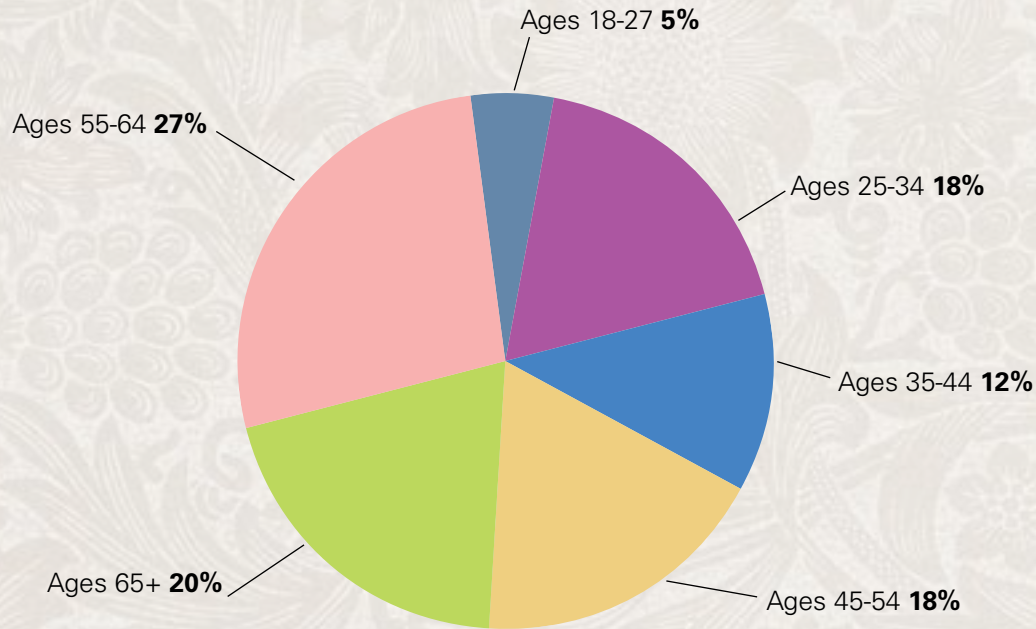
Digital
Monthly Page Views 80,000
E-Newsletter Subscribers 6,342

Social   
Followers 226,639

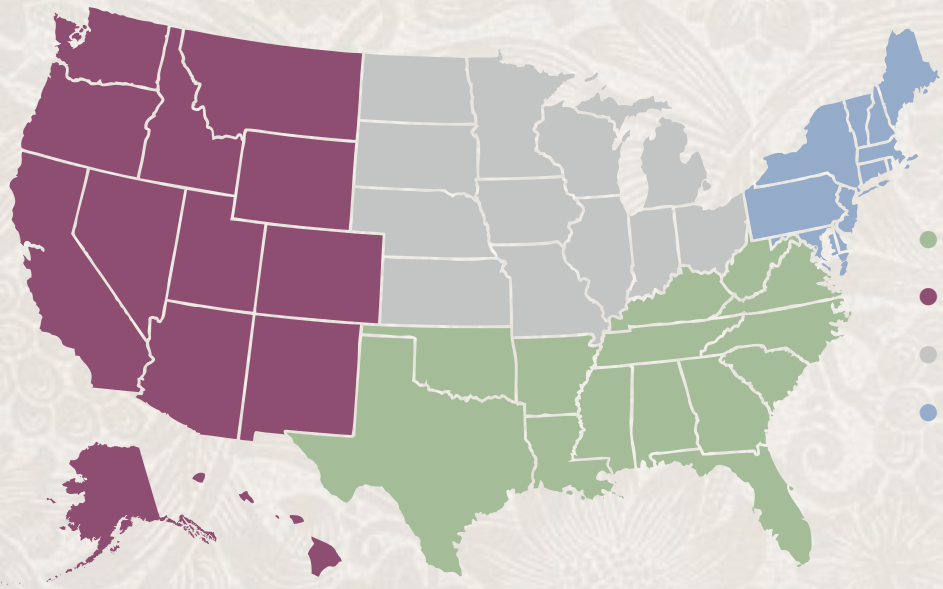


INSTAGRAM
Followers 221,942
Impressions 21,688,474
Engagements 1,236,001
Engagement Rate 5.7%

FACEBOOK
Followers 5,597
Impressions 289,576
Engagements 29,746
Engagement Rate 10.3%



99%
FEMALE
1% MALE



**Southern
home**

\$175,000

[MEDIAN HHI]

READER STATISTICS



82% save entire issues



97% get their remodeling and decorating inspiration from magazines



77% prefer to decorate their own home



Southern
home

52% decorated their home based on a feature in *Southern Home*



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



79% read 4 out of the last 4 issues

Southern
home



At *Southern Home* magazine, we pride ourselves on sharing beautifully designed homes where every detail has been carefully considered. Our features provide readers with tours of magnificent abodes that capture the graciousness and welcoming spirit that is so important to homeowners in the South. We also showcase prominent designers within each issue and provide insight into their aesthetics, as well as other tips that define their iconic style. Our Antiques Obsession column educates readers on a specific antique topic and shows how treasured pieces can be used in modern ways. On Trend explores products that are on the rise in the design world, and Color Crush features fabrics, wallcoverings, trims, etc., in a lively hue. If you love to travel, Destinations showcases hotels, inns, and bed-and-breakfasts that are truly special.

Our January/February edition is the annual “before and after” issue and is definitely a reader favorite. Everyone can appreciate the creative forces that transform an ugly duckling into a beautiful, showstopping home. Whether it requires the removal of walls, fresh paint, new architectural details, or modern furnishings, the renovations are truly inspiring. March/April celebrates color in a big way, and May/June highlights new outdoor furnishings. Outdoor entertaining is here to stay, and our brand teaches readers how to entertain in style. July/August is the “second home” issue, and it features beach, lake, mountain, and city residences. A second home comes in all shapes and sizes, and this issue celebrates the variety of choices. September/October embraces the coziness of fall, and November/December celebrates the holidays. Doors, mantels, banisters, and trees are all dressed in holiday finery that make each house feel even more inviting.

In every issue, you will find eight home features along with the following columns: Designer Q&A, Style Library, Antiques Obsession, On Trend, Architecture Journal, Destinations, and Color Crush. *Southern Home* is a magazine that delivers quality content to readers and provides exhaustive resource information so they can readily locate products that have inspired them. *Southern Home* readers are very engaged and typically save each issue to use as a reference or visual retreat into the world of design and architecture.

We have amazing things in store for 2021, and *Southern Home* looks forward to introducing you to its readers.

Lynn Lee Terry, Editor

March | April — Color Issue
Materials Due 12/10 | On Sale 2/23

May | June — Outdoor Issue
Materials Due 1/15 | On Sale 3/30

July | Aug —
Second Home Issue
Materials Due 4/1 | On Sale 6/15

Sept | Oct — Fall Issue
Materials Due 6/11 | On Sale 8/24

Nov | Dec — Holiday Issue
Materials Due 8/13 | On Sale 10/26

Jan | Feb 2022 —
Before & After Issue
Materials Due 8/8 | On Sale 12/21

PRINT MARKETING



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.

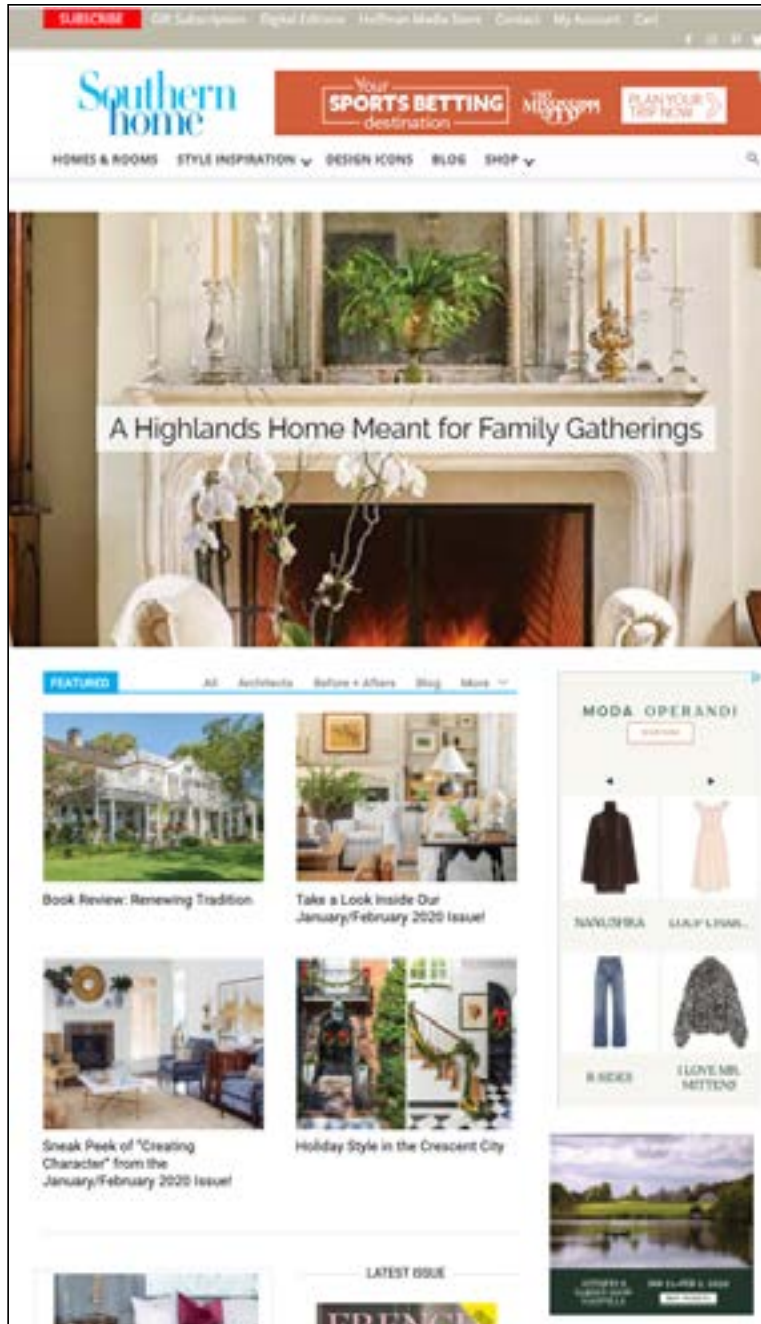
Option to include a hyperlink to direct readers to advertiser website.

Business Reply Card, Polybag, and Inserts

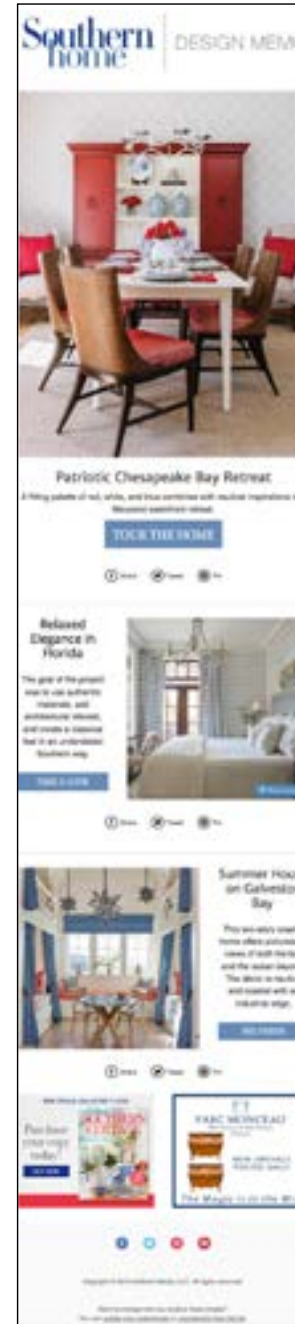
Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.



Southern home



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

Digital placements are written by the editors of **Southern Home** to 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

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

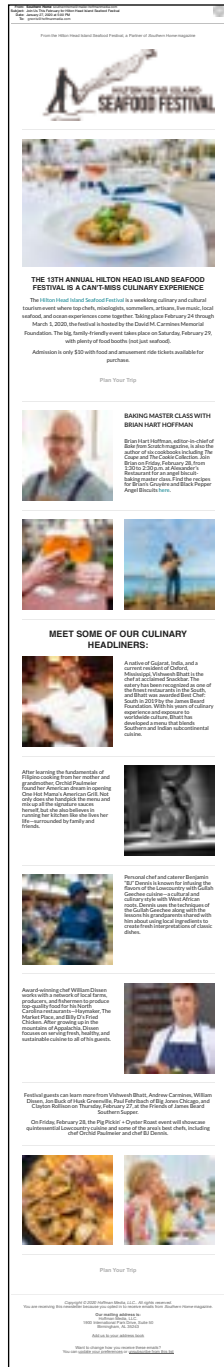
Instagram

- 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

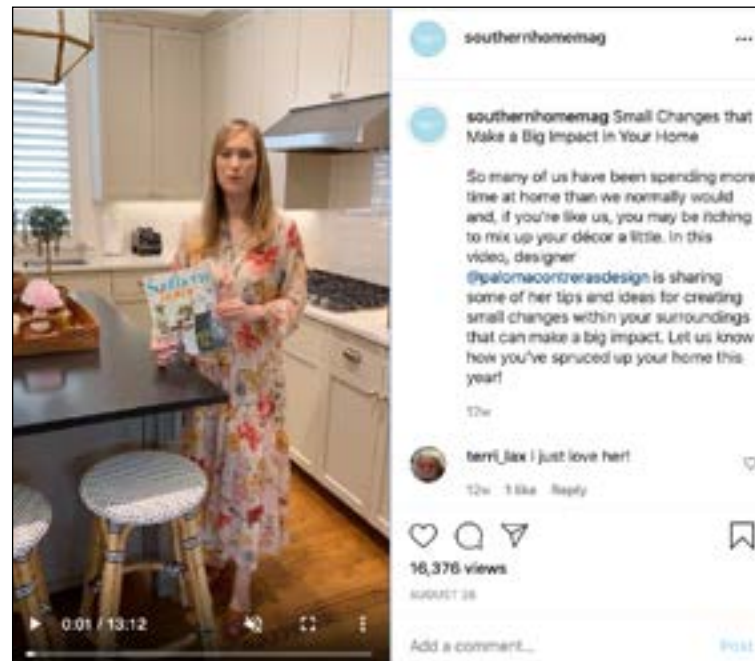
We accept third-party impressions and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.



[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[IGTV]



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 beautiful, must-have products perfect for *Southern Home* enthusiasts. This special section provides higher impact to our product partners.

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** SIZE **1/4 page**

RATE **\$900** SIZE **1/2 page**

Extend your reach with digital and social media placements

Discounts available with purchase of a full year



STORYMAKER

Hoffman Media's branded content division, StoryMaker, offers advertisers access to an in-house team of writers, designers, photographers, videographers, 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 | Videography |
| Polybag | Custom Book Publishing |
| Reader Sweepstakes | Catalog/Travel Guide Development
and Production |
| Influencer Network Program | White-Glove Content Creation |
| Photography | |

SUBMITTING ARTWORK



For submitting Print Advertising:

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 Digital Advertising:

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

Southern home

Mary-Evelyn Dalton

KY, MD, VA, DC, WV, NY publishing houses
maryeveholder@comcast.net | 615.481.2595

Katie Hagan

Direct Response
ck-hagan@hotmail.com | 251.802.4994

Kathy Gross

GA, FL, NC, SC, TN, NY
kgross@hoffmanmedia.com | 203.505.8405

Katie Guasco

AL, AR, LA, MS, TX
kguasco@hoffmanmedia.com | 225.485.8830

Christy Lohmann

AL, AR, LA, MS, TX
christy.chachere@gmail.com | 985.705.1378

Kevin Masse

CT, ME, MA, NH, RI, VT, CA, NY, OR, TX
kmasse@hoffmanmedia.com | 716.860.8280



Southern home

Leveraging influencers allows us to tap into their creative voice and expertise to create content that is original, unique, and inspiring for your brand.

PROGRAM DETAILS

- Source the right influencers based on the brand's goals and provide our recommendations on which influencers we think are best
- Manage all contracting with the influencers
- Manage all content development, go-to marketing timing
- The brand is sent all content for review ahead of publishing
- Provide a full result report for the influencer programs that captures engagement and reach



Southern home

Readers are on the hunt for holiday gifting, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *Southern Home*.

OPPORTUNITIES

- Print advertising in Holiday Gift Guide special section for the Nov/Dec issue (also available for digital audience as a blog post)
- Holiday How-To IGTV videos
- Cooperative marketing campaigns with complementary product partners
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts

HOLIDAY Gift Guide from our PARTNERS

The best way to get the season



Suzanne 4499 Suzette Island Bag with Tote, 12x9x5.5x10.5

The perfect companion for your island adventures, this bag is made of durable, water-resistant material. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Ladies System Canvas Crown Derby and Golding Tote

It's the perfect way to get the season started. Ladies System Canvas Crown Derby and Golding Tote is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99



Ladies System Canvas Crown Derby and Golding Tote

It's the perfect way to get the season started. Ladies System Canvas Crown Derby and Golding Tote is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Southern Home Laptop Case in Strawberry Pink 15.5x11x5.5

It's the perfect way to get the season started. Southern Home Laptop Case in Strawberry Pink is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Women's Collection Crown Derby and Golding Tote

It's the perfect way to get the season started. Women's Collection Crown Derby and Golding Tote is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Women's Collection Crown Derby and Golding Tote

It's the perfect way to get the season started. Women's Collection Crown Derby and Golding Tote is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Dark Gray Armani Jewelry The Way Life Matters

It's the perfect way to get the season started. Dark Gray Armani Jewelry The Way Life Matters is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

The Crown Derby (At The) Tea Set

It's the perfect way to get the season started. The Crown Derby (At The) Tea Set is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

April Crows! Edible Art in Olive Avocado and Nougat in Glass Bowl

It's the perfect way to get the season started. April Crows! Edible Art in Olive Avocado and Nougat in Glass Bowl is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Wingman 518752P Sewing Machine Epic 1000

It's the perfect way to get the season started. Wingman 518752P Sewing Machine Epic 1000 is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Burgers Sandwiches Speed Oven Half City Oven

It's the perfect way to get the season started. Burgers Sandwiches Speed Oven Half City Oven is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Life Application Study Bible (for ages 13-18)

It's the perfect way to get the season started. Life Application Study Bible (for ages 13-18) is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Life Application Study Bible (for ages 17 and up)

It's the perfect way to get the season started. Life Application Study Bible (for ages 17 and up) is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Teen Life Application Study Bible (for ages 13-17)

It's the perfect way to get the season started. Teen Life Application Study Bible (for ages 13-17) is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99

Life Application Study Bible (for ages 17 and up)

It's the perfect way to get the season started. Life Application Study Bible (for ages 17 and up) is a stylish and functional bag. It features a large main compartment and a smaller front pocket. The bag is available in black and white floral patterns. It is perfect for beach trips, picnics, or as a stylish everyday bag.

WEEKLY DEAL \$129.99