

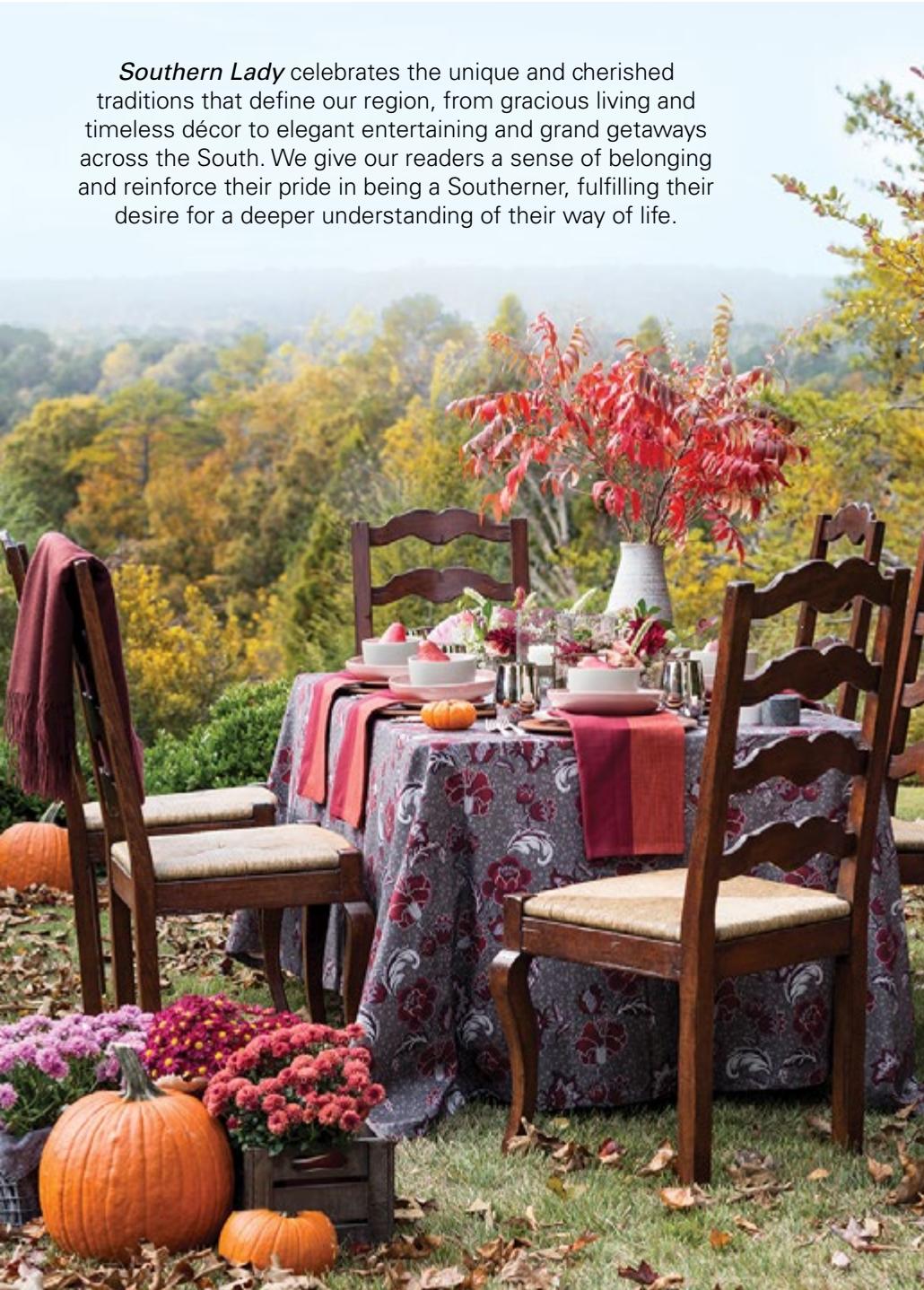
Southern *Lady*



hm
hoffmannmedia

OVERVIEW

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 our readers a sense of belonging and reinforce their pride in being a Southerner, fulfilling their desire for a deeper understanding of their way of life.



Print

Total Distribution 180,000

Frequency 7x

Digital

Monthly Page Views 217,364

E-Newsletter Subscribers 81,334

Social



Followers 293,038

FACEBOOK

Followers 48,023

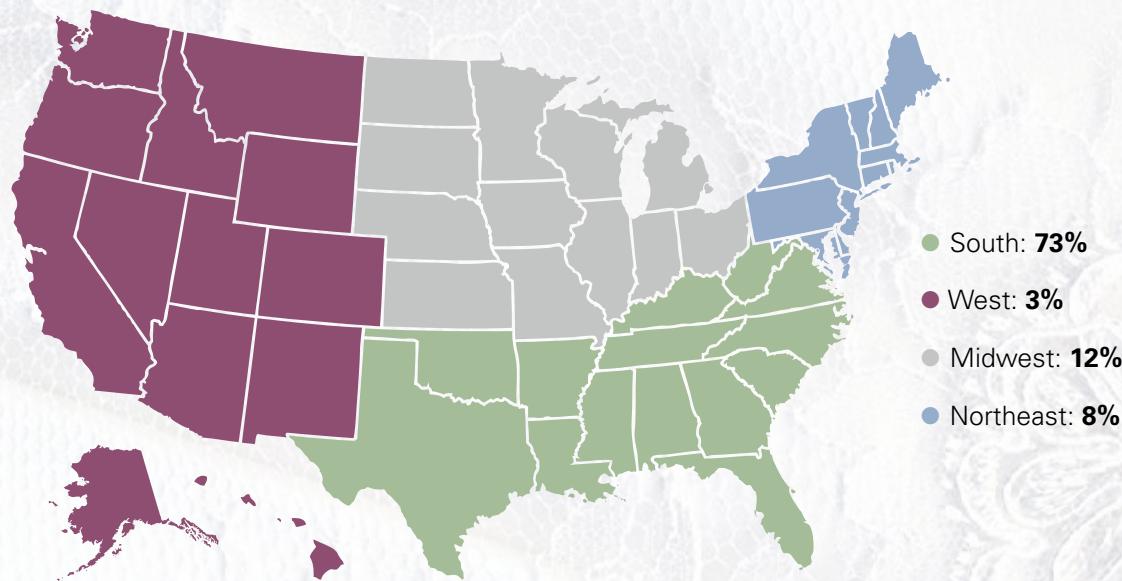
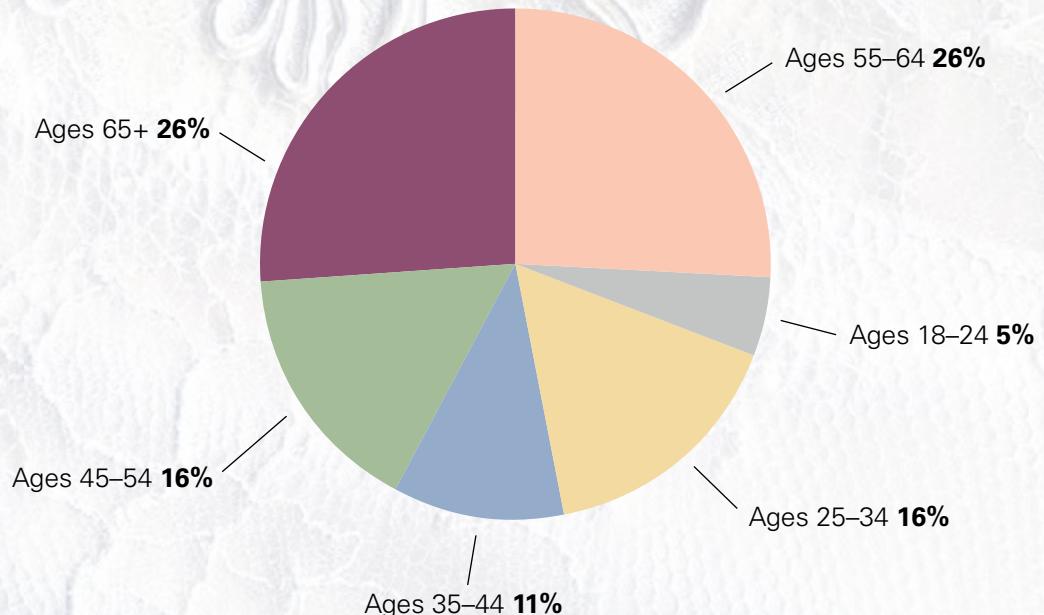
Impressions 10,253,137

Engagements 1,112,507

Engagement Rate 10.9%



Sources—Print: Publisher's 2020 Statement of Ownership; Digital and Social: Google Analytics, based on Jan. 2020 to Nov. 2020 data.



87%
FEMALE
13% MALE

SouthernLady

\$112,500

[MEDIAN HHI]

READER STATISTICS



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



77% purchased a product written about or advertised in *Southern Lady*



82% save entire issues



64% have been readers for 4+ years



87% are active on social media



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

2021 EDITORIAL CALENDAR



Southern *Lady*

March | April — Entertaining

Materials Due 11/19 | On Sale 2/9

May | June —

Gardens & Outdoor Living

Materials Due 1/28 | On Sale 4/6

July | Aug —

Best of Summer

Materials Due 3/25 | On Sale 6/1

Sept — Welcome Fall

Materials Due 5/12 | On Sale 7/20

Oct — Best of Autumn

Materials Due 7/1 | On Sale 9/7

Nov | Dec — Holiday

Materials Due 7/29 | On Sale 10/5

Jan | Feb 2022 —

Entrepreneur

Materials Due 9/30 | On Sale 12/7

In addition to regular issues, *Southern Lady* offers special-issue publications, including *Southern Style Decorating*, *Porch Living*, *Autumn in the South*, and *Holidays*.



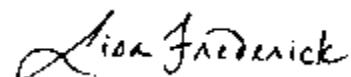
Southern *Lady* magazine celebrates, delights, and inspires people who live in the South as well as those who are simply Southern at heart. Our readers cherish the art of gracious living and strive to preserve the customs of home and hospitality that make our region so very special. Those who hold these traditions dear are devoted fans of the magazine, often saving each issue and taking a heartfelt, personal interest in the content found within our pages.

We start each year with our much-anticipated January/February issue, a double dose of inspiration that offers ideas to refresh your home after the holidays plus a special feature on entrepreneurs around the South. March/April is all about springtime entertaining, from bridal and baby showers to Easter brunches and afternoon teas, while the May/June issue puts the focus on gardens and outdoor living. July/August finds us enjoying lazy summer days on the porch and sojourns to the seaside as well as no-fuss Southern recipes. By the time our September issue debuts, readers are ready for fall, and we bring you a wealth of ideas to welcome this glorious season. Turning leaves, pretty pumpkins, and cozy meals highlight our October issue, while Christmastime shines in all its joyous splendor throughout the pages of November/December.

In addition to the beautiful homes, themed menu ideas, and spectacular flowers in every issue, readers will find a host of beloved departments. These include Southern Spotlights, in which we share the stories of notable people or places around the region; Entertaining Touches, a collection of simple and festive tabletop ideas; and Pretty Things, hand-selected products to help you make the most of the season. This year, we also launch our Keepsakes column, in which we'll feature Southern heirlooms and treasures that are handed down through generations.

We welcome you to the *Southern Lady* audience and hope you'll enjoy spending time immersed in our pages!

Kindest regards,


Editor, *Southern Lady*

SouthernLady



Southern Lady offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

Success is due to a loyal, engaged readership confident the publication will deliver every time. Combined with a commitment to a **30/70 ad-to-edit ratio**, this stability creates a targeted, trustworthy 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 4.5" 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 4.625"

Digital Editions

All advertisements run on digital editions at no additional charge.

Option available 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.



Cranberry Scones

Enjoy the light texture of our Cranberry Scones made with [@SwansDownCakeFlour](#). A delectable treat to share with those close to you or perfect as an afternoon pick-me-up. Finely milled from soft winter wheat, [Swans Down](#) makes a difference in any of your baked goods.

[BLOG POST]

Guide to Fall Outdoor Entertaining: Part 1

Need ideas for a small get-together on your porch or patio? We're here to help with a two-part series on outdoor entertaining. In our first installment, we present a variety of fall menu items for a small alfresco fiesta. We've rounded up finger foods and delectables that are prepared ahead and served individually. Take a moment to browse the offerings and find inspiration for your menu.

BROWSE THE RECIPES

Browse Southern Lady's Online Shop

Autumn in the South \$12.99 BUY NOW	The Entertaining Cookbook - Volume 2 \$19.95 BUY NOW	October \$7.99 BUY NOW
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[E-NEWSLETTER AD]

SouthernLady

Written by the editors of **Southern Lady**, digital placements allow content to travel to meet readers in the right place, through the right platform, and 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

HILTON HEAD ISLAND SEAFOOD FESTIVAL

THE 13TH ANNUAL HILTON HEAD ISLAND SEAFOOD FESTIVAL IS A CAN'T-MISS CULINARY EXPERIENCE

The Hilton Head Island Seafood Festival is a weeklong culinary and cultural tourism event where top chefs, mixologists, sommeliers, artisans, live music, local seafood, and ocean experiences come together. Taking place February 24 through March 1, 2020, the festival is hosted by the David M. Carnegie Memorial Foundation. The grand week offers a variety of tickets to exclusive dinners, master cooking classes, and outdoors excursions for attendees to select à la carte.

The festival's big, family-friendly Saturday Seafood event takes place on February 29 with plenty of booths spanning seafood and beyond. Admission is \$10 and includes food. Amusement ride tickets are also available for purchase.

[Plan Your Trip](#)

BAKING MASTER CLASS WITH BRIAN HART HOFFMAN

Brian Hart Hoffman, editor-in-chief of *Bake* from *Scratch* magazine, is also the author of six cookbooks including *The Great American Baking Book*. He will teach a *Pepper Angel Biscuit* class on Friday, February 28, from 11:30 a.m. to 12:30 p.m. at Luckey Foods. [Learn more](#).

MEET SOME OF OUR CULINARY HEADLINERS:

Orchid Paulmer

After learning the fundamentals of Filipino cooking from her mother and grandmother, Orchid Paulmer took the skills she learned and opened One Hot Mama's American Gourmet. Not only does she handpick the menu and most of the ingredients herself, but she also believes in running her kitchen like she lives her life—surrounded by family and friends.

[SPONSORED E-NEWSLETTER]

southernladymag • Following

southernladymag Are you looking for an adorable children's outfit for Mother's Day or summer festivities like the Fourth of July? Browse with crafted selections from Bailey Boys (@the_bailey_boys) to find the perfect look for your little ones today. Shop now at [baileyyboys.com](#) or the link in profile.

#sponsored #southernladymag #southernstyle #baileyyboys #thebaileyyboys #easterfashion #kidsfashion #springfashion #instanostalgia #classickids #propolykids #classichildrenclothes

3d · 1,753 likes · 2 days ago · Add a comment... Post

[INSTAGRAM]

Southern Lady Magazine with Tyndale House Publishers.

Published by Janece Maze [\[?\]](#) · Paid Partnership ·

Discover "God Is Good, Y'all," a new inspirational book from **Tyndale House Publishers**. Whether you're lookin' to shine a little light on a friend or fixin' to find a new purpose in your own life, you'll discover a heaping helping of wholesome, old-fashioned truth in this collection of simple country sayings and wisdom-filled devotions. Learn more: <http://bit.ly/2uvi3aa>

About This Partnership

[FACEBOOK]

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 *Lady*

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 Lady* 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 **\$675** SIZE **1/4 page**

RATE **\$1,215** 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, 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

Advertorial Content
Co-Op Partnership
Tipped Cover
Test Kitchen Partnership
Recipe Development

Food and Prop Styling
Photography
Videography
Custom Book Publishing
Catalog Development
and Production

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 *Lady*

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 Chachere 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



SouthernLady

As an industry authority, Hoffman Media offers our advertising partners category-exclusive sponsorships with multi-platform exposure and high customer engagement for signature events and reader getaways throughout the year. Whether it be educational opportunities or just a chance to unwind, each Hoffman Media brand has specific events that directly align with your target market.

These immersive experiences can include promotional opportunities for your brand, such as product sampling and tasting, product sales on-site, gift bag inclusion, prominent logo placement, event promotion, event tickets, and relationship building.

SIGNATURE SOUTHERN LADY EVENTS

- Large gatherings for women hosted in appealing destinations throughout the South
- Smaller themed retreats designed around inspiration and fellowship

Check with your sales rep about event partnership opportunities or media partnerships for your own event initiatives.

Options for virtual or in-person events will be included in 2021.

Click [here](#) for more information on our events.



Southern *Lady*

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
- Work with the influencers to ideate and concept recipes that inspire their community
- If recipes are utilized, Hoffman Media will test each recipe as if it were our own to make sure it works for the end consumer
- 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

HOLIDAY

Gift Guide

from our PARTNERS

The hottest gifts to give this season



Lofin Oysters Ceramic Oyster Shells and Grilling Tong

A set of ceramic oyster shells from Lofin Oysters make grilling appetizers look beautiful and taste even more delicious! The shells are double-walled so the heat of the fire won't melt the shells. Exclusive to Southern Lady. Enter coupon code SLHOLIDAY14 for 10% off your purchase at [lofinoysters.com](#).

WHERE TO FIND IT: [lofinoysters.com](#)



Southern Marsh Laptop Case in Sassafras-Pink Stripe

Pretty enough to display on your desk, the Southern Marsh Laptop Case is made in China and is made to fit a 13" or 15" laptop. It's made of a durable, high-quality, clear polycarbonate material, and accompanied by a textured fabric carry sleeve to provide an extra layer of protection. Each case is printed with a popular pattern and features the Southern Marsh logo on the front plus printed dark accents on the back.

WHERE TO FIND IT: [southernmarsh.com](#)



Bilmore® Collection Oaken Jewelry by Southern Gates®

Bilmore Collection jewelry by Southern Gates honors the legacy of George Washington and the outstanding artisans who helped keep his legacy alive in the state of North Carolina. These beautiful memento pieces are inspired by the rich history of the South. Look for them at the party and gift stores nationwide as well as bilmore.com/jewelry.

WHERE TO FIND IT: [bilmoregroup.com](#)



Earth Grace Artisan Jewelry The Moss Cada Bracelet

Made by Earth Grace Artisan Jewelry, with recycled 14k sterling silver, 14k rose gold, blue sapphires, and clear cubic zirconia stones, this bracelet—named for founder Carla Harrell—is the most popular item in the company's collection. Earth Grace Artisan Jewelry originally offers an array of hand-painted items including clothing, art, and Decoupage. You can hold a piece in your hand and feel the love and skill the artisan puts in, and truly appreciate how much care and detail goes into what makes it special.

WHERE TO FIND IT: [earthgracejewelry.com](#)



The Oyster Bed Surf & Turf Date Package

The website exclusive package includes one pair of Puerto Oyster Bed soft oysters and butter gift bag and three Surf Plates. The Puerto Oyster Bed soft oysters are served with a side of butter and lemon. The Surf Plates are hand-painted with a coastal scene featuring a sailboat and a beach umbrella. Perfect for a date night or a special occasion, as well as an excellent way to express your love to the world's coastal restaurants. While you are saving money and delicious meals, you also support very small family-owned businesses that provide jobs for their families. Enter coupon code SURFBLA14 for \$15 off your purchase.

WHERE TO FIND IT: [puerto-oysterbed.com](#)



Burgers' Smokehouse Spiral Shred Hall City Ham

With the Husqvarna VIKING® EPI™ 880Q you'll enjoy creative, looking-edge technology that helps you get from idea to done in less time than ever before. The lightest and largest computerized sewing machine available today, it's sleek, and rugged and has a ton of extras! All the features of a standard sewing machine, plus a built-in embroidery unit, a built-in quilting unit, and a built-in leather working unit. Plus take your sewing experience to an entirely new level. You can enhance your creative capabilities, and bring any of your ideas to life with ease!

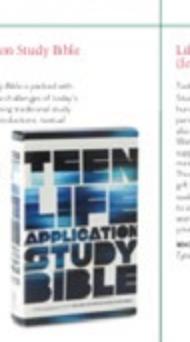
WHERE TO FIND IT: [husqvarnasewing.com](#)



Girls Life Application Study Bible (for ages 9-14)

Perfect for the busy girl in your life, the new edition of Girls Life Application Study Bible is designed especially for girls ages 9-14. The girls' full-color graphics are designed to help girls connect about God, grow in their faith, and develop faith with others. This one-of-a-kind resource堪比 a comprehensive study guide for girls, and it's packed with fun activities, practical application, and teachable relationships with others and with God. They also focus on the importance of being a good friend, having a positive attitude, and being kind to others. The girls' Life Application Study Bible is a great tool for parents, teachers, and youth leaders to use in their ministry.

WHERE TO FIND IT: [tyndale.com/GLSB](#)



Teen Life Application Study Bible (for ages 14-17)

The Teen Life Application Study Bible is packed with practical tools and resources designed specifically for teenagers. Covering the core of study Bible essentials—book introductions, moral stories, personality profiles, maps, and more—and including over 100 life-lessons—the Teen Life Application Study Bible offers biblical perspective for today's teen reality.

WHERE TO FIND IT: [tyndale.com/GLSB](#)



Life Application Study Bible (for ages 18 and up)

Tyndale's best-selling study Bible—the Life Application Study Bible—now includes all-new and improved study resources, based on the latest research in the field of study Bibles. This edition also includes a "Christian Worker's Resource" section that provides practical resources for ministry effectiveness. This Bible is the perfect gift for friends and family members who apply the Word of God to their everyday lives and is a wonderful resource to give personal gifts to seniors.

WHERE TO FIND IT: [tyndale.com/LASB](#)

SouthernLady

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

OPPORTUNITIES

- Print advertising in Holiday Gift Guide special section for the Nov/Dec issue (also available for digital audience as a blog post)
- Cooperative marketing campaigns with complementary product partners, such as *12 Days of Cookies* and *Holiday How-To* IGTV cooking classes
- Social sweepstakes and gift giveaways
- Q4 Digital bundles, including editorial e-newsletter ads and social posts