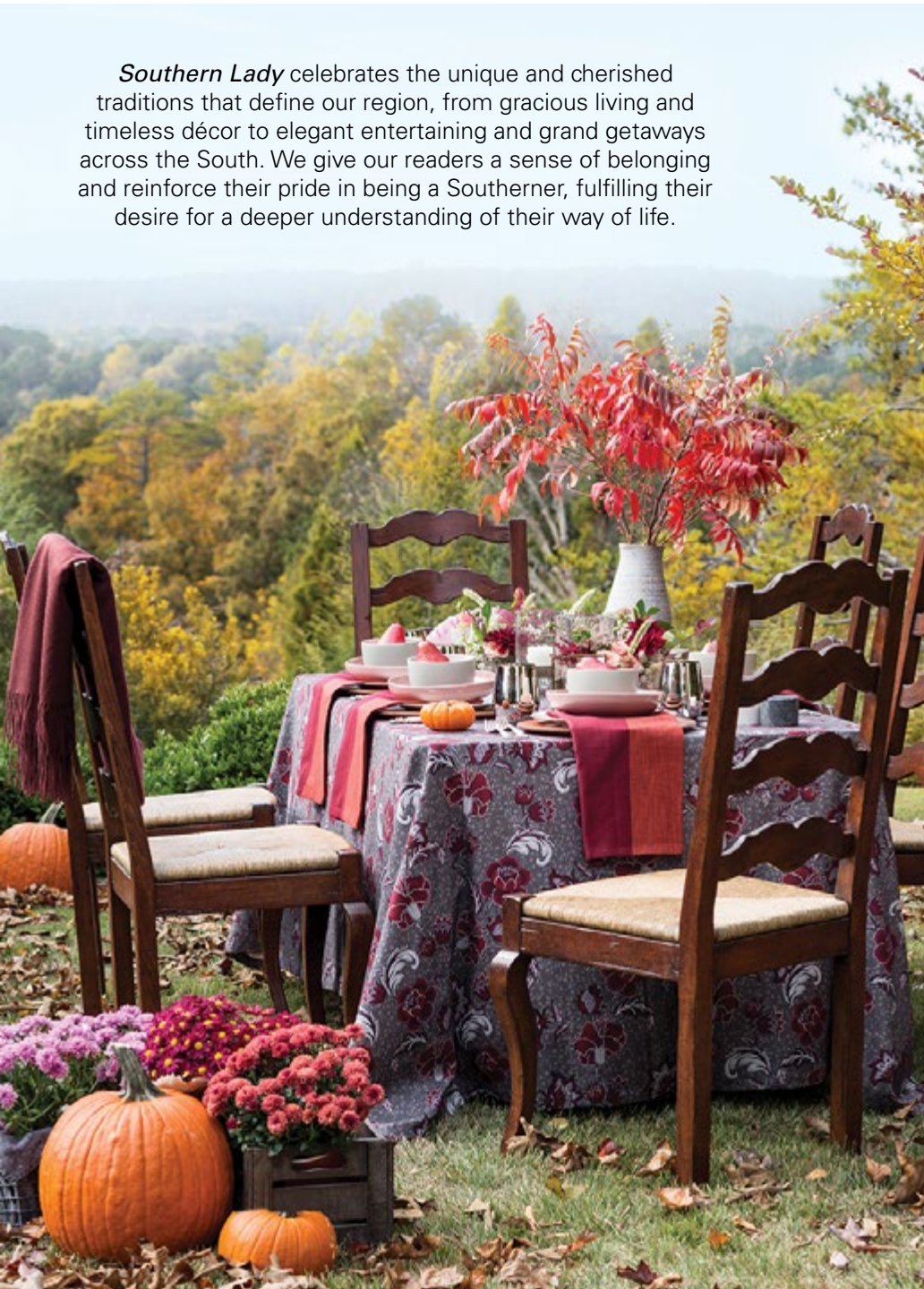


Southern Lady



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

INSTAGRAM

Followers 229,000

Impressions 28,313,378

Engagements 1,586,729

Engagement Rate 5.6%

FACEBOOK

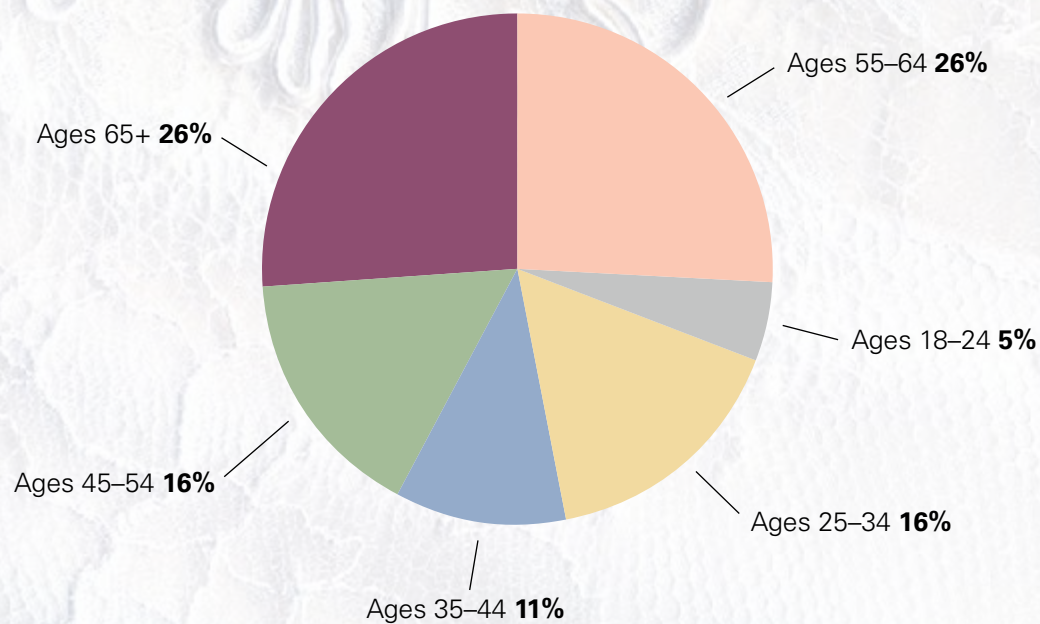
Followers 48,023

Impressions 10,253,137

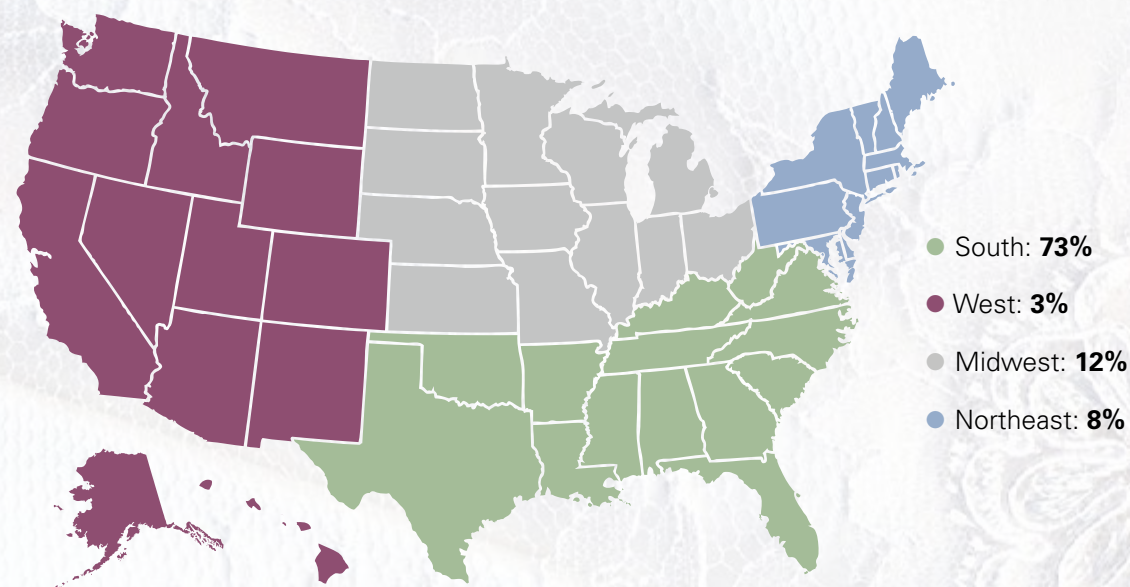
Engagements 1,112,507

Engagement Rate 10.9%





87%
FEMALE
13% MALE



SouthernLady

\$112,500

[MEDIAN HHI]

READER STATISTICS



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



82% save entire issues



87% are active on social media



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



64% have been readers for 4+ years



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



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,

Lisa Frederick
Editor, *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



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"

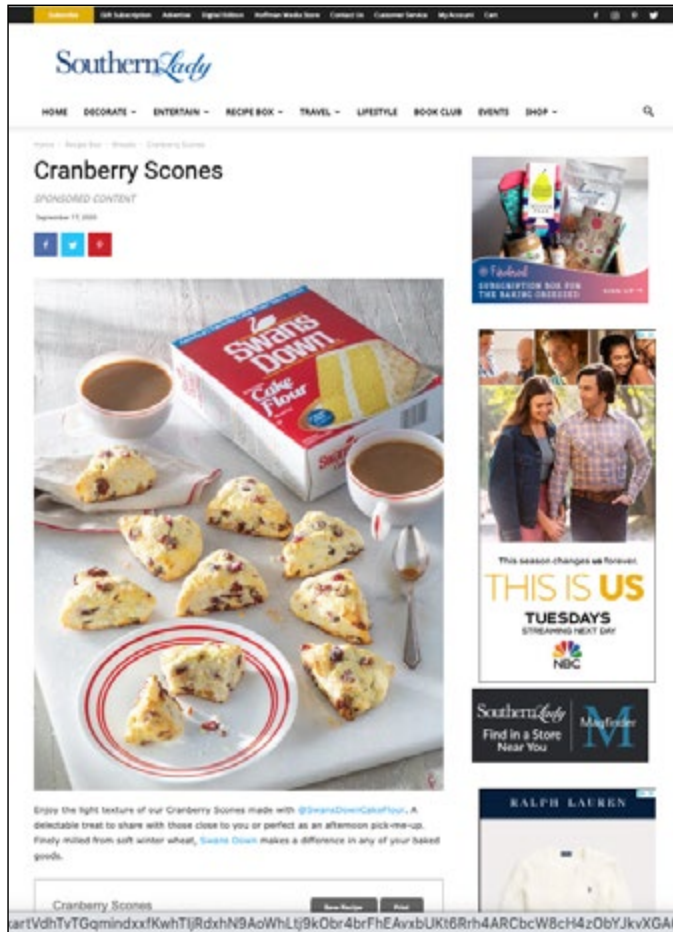
Digital Editions

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

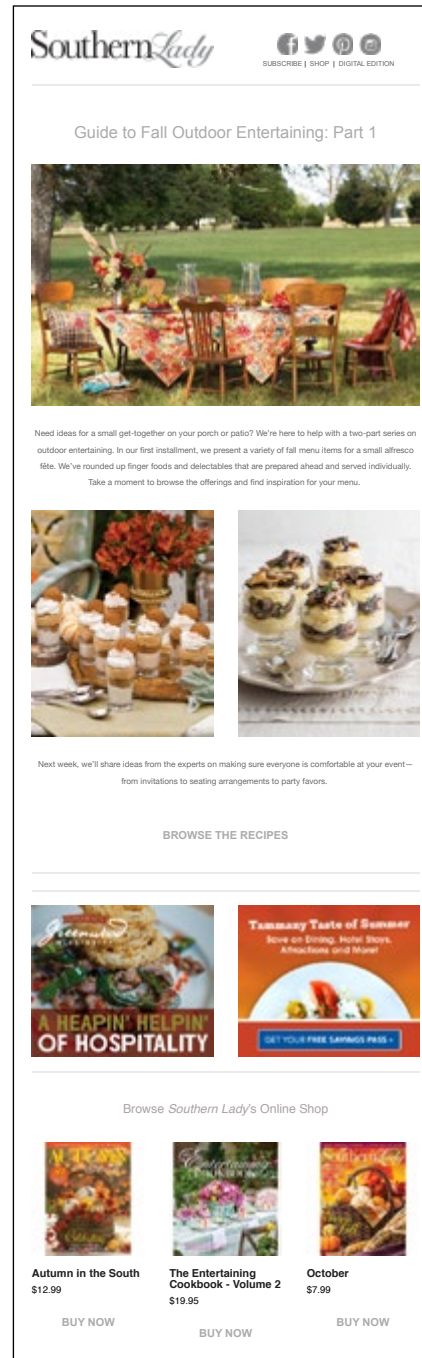
Business Reply Card, Polybag, and Inserts

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





[BLOG POST]



[E-NEWSLETTER AD]

Southern Lady

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

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 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. Carmines 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 Coupe* and *The Cookie Collection*. Join Brian on Friday, February 28, from 11:30 a.m. to 12:30 p.m. at Lucky Rooster Kitchen + Bar for an angel biscuit-baking master class. Find the recipes for Brian's Gruyère and Black Pepper Angel Biscuits [here](#).





MEET SOME OF OUR CULINARY HEADLINERS:



A native of Gujarat, India, and a current resident of Oxford, Mississippi, Vishesh Bhatt is the chef at acclaimed Snackbar. The eatery has been recognized as one of the finest restaurants in the South. Bhatt was awarded Best Chef-South in 2019 by the James Beard Foundation. With his years of culinary experience and exposure to worldwide culture, Bhatt has developed a menu that blends Southern and Indian subcontinental cuisine.

After learning the fundamentals of Filipino cooking from her mother and grandmother, Orchiel Paulmier found her American dream in opening One Hot Mama's American Grill. Not only does she handpick the menu and mix up all the signature sauces 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 well-crafted selections from Bailey Boys (@the_bailey_boys) to find the perfect look for your little ones today. Shop now at [baileyboys.com](#) or the link in profile.

#sponsored #southernladymag #southernstyle #baileyboys #thebaileyboys #winterfashion #kidsweater #springkids #islandprepstyle #classickids #preppykids #classichilrenclothes

1,753 Likes

3 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]



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.



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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.



SouthernLady

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



Spartan 449 Vender Island Tote with Yacht Club Mini Wallet

The popular Vender Island Tote takes you through from work to weekend. This versatile tote features a zipper-top closure plus an up-and-over flap pocket made to help you stay organized. Spartan 449 tote includes a matching bag, matching belt, and a matching changing weather towel. The tote is in Vender, Spartan's mascot. Add the 4 patterns for it with the belt and bag for the Vender Club Mini Wallet - perfect for every occasion on the go.

WHERE TO FIND IT: spartan449.com



Lofin Oysters Ceramic Oyster Shells and Grilling Tong

A set of ceramic oyster shells from Lofin Oysters restaurant-quality partyware collection. Crafted from special ceramics, they look, feel, and cook just like real oyster shells, but eliminate the hassle of shucking. The shells are durable enough to withstand the direct heat of the grill or broiler. As a bonus, they clean easily, allowing you to enjoy more time with family and friends. Exclusive to Southern Lady. Enter coupon code 12HOLIDAY14 for 10% off your purchase of \$85 or more.

WHERE TO FIND IT: lofinoysters.com

Southern Marsh Laptop Case in Sennacher-Pink Stripe

Practically enough to display on your desk, the Southern Marsh Laptop Case is perfect in both 15- and 15.5-inch sizes to fit the most popular notebook computers. Its construction of durable, high-quality, dense neoprene material, and complemented by a limited-edition pink stripe to create an entire layer of protection. Each space printed with a unique pattern and contains the Southern Marsh seal on the front, plus printed dark accents on the back.

WHERE TO FIND IT: southernmarsh.com



Bidmore® Collection Oaken Jewelry by Southern Gates®

Bidmore Collection jewelry by Southern Gates has a rich legacy of George Bidmore and the extraordinary artists who helped bring to life his vision in Asheville, North Carolina. These beautiful sterling silver pieces are inspired by the timeless beauty of the Bidmore's Oak String Beams. Look for them in the jewelry and gift store marketplace as well as literature correspondence.


WHERE TO FIND IT: southerngatesjewelry.com/stores



Vicini 2018 Old St. Nick Limited Edition

Celebrate the season with a classic in 10 years of the favorite Italian holiday pattern from Vicini available in 10 pieces. Each piece is hand-painted with love and a perfect for gift giving or creating a seasonal table. Mugs, plates, bowls, and more. Each piece is inspired by childhood stories of Santa Claus, Italy's Santa Claus, when creating the Old St. Nick collection. All pieces in the collection are hand-painted.

WHERE TO FIND IT: vicinishop.com, 2025-877-5276



Earth Grace Artisan Jewelry The Miss Celia Bracelet

Handmade by Earth Grace Artisan Jewelry with recycled 14K sterling silver, 14 karat gold, 14 karat rose gold, and 14 karat yellow stones, this bracelet - named for founder Celia Woodford - is the most popular item in the company's collection. Earth Grace Artisan Jewelry, a nationally recognized brand, offers a variety of designs from traditional to modern and that does more. You can hold a piece in your hand and feel the love and all the artwork that is in it. It's a piece you'll want to wear every day and all the artwork that is in it.

WHERE TO FIND IT: earthgrace.com



The Oyster Bed Surf or Turf Date Package

The ultimate oyster package, including one for Oyster Bed Surf or Turf and one for Oyster Bed Surf or Turf. The perfect surf or turf package to help you stay organized. The Oyster Bed Surf or Turf package includes a matching bag, matching belt, and a matching changing weather towel. The tote is in Vender, Spartan's mascot. Add the 4 patterns for it with the belt and bag for the Vender Club Mini Wallet - perfect for every occasion on the go.

WHERE TO FIND IT: oysterbed.com



April Cornell Tablecloth in Oliva Antique and Napkin in Oliva Red

Inspired by founder April Cornell's travels abroad, these 100% cotton tablecloths are sure to bring a festive touch to your holiday gathering. For the 100% cotton tablecloth in Oliva Antique with napkins in Oliva Red - see exclusive patterns from the Fall 2018 collection that continue the successful series.

WHERE TO FIND IT: aprilcornell.com



Husqvarna VIKING® Sewing Machine Epi™ 980Q

With the Husqvarna VIKING® EPI™ 980Q, you'll enjoy creative, lasting, and technology that helps you get from idea to done in less time than ever before. The lightest and most compact sewing machine available today. The Epi™ 980Q and its technology are the features of our previous models - and additional features that take your sewing experience to an entirely new level. You can enhance your creative capabilities, and bring any of your ideas to life with any fabric.

WHERE TO FIND IT: husqvarnasewing.com



Burgers' Smokehouse Spud Shred Hall Cuy Ham

If you love a mild, moist ham with a sweet flavor and a delicious smoky aroma, the Spud Shred Hall Cuy Ham is perfect. Burgers' Smokehouse, which only uses the best hams to make, the same technique they have used in every other ham. The ham is covered in a sweet, thick, smoky sauce and is served in a delicious, moist ham. The ham is a cut of ham that is perfect for your next occasion in cooking. A complementary package of ham and ham is included.

WHERE TO FIND IT: smokehouse.com under 1000.



Girls Life Application Study Bible (for ages 11-14)

Perfect for the teenage girl in your life, this revision of the Life Application Study Bible includes new features and new illustrations for the new Life Application Study Bible. The new Life Application Study Bible is designed to help girls understand the Bible and grow in their faith. The new Life Application Study Bible is designed to help girls understand the Bible and grow in their faith. The new Life Application Study Bible is designed to help girls understand the Bible and grow in their faith.

WHERE TO FIND IT: tyndale.com



Boys Life Application Study Bible (for ages 11-14)

A must-have resource for boys, the Boys Life Application Study Bible is a must-have resource for boys. The Boys Life Application Study Bible is a must-have resource for boys. The Boys Life Application Study Bible is a must-have resource for boys. The Boys Life Application Study Bible is a must-have resource for boys.

WHERE TO FIND IT: tyndale.com



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

The Teen Life Application Study Bible is a must-have resource for teens. The Teen Life Application Study Bible is a must-have resource for teens. The Teen Life Application Study Bible is a must-have resource for teens. The Teen Life Application Study Bible is a must-have resource for teens.

WHERE TO FIND IT: tyndale.com



Life Application Study Bible (for ages 18 and up)

Today's best-selling study Bible - the Life Application Study Bible - has been updated and expanded with hundreds of new and revised Life Application verses, personality profiles, and charts. This revised edition also includes a "Christian's Handbook" supplement to enhance your understanding. This Bible is a must-have gift for friends and family members who need to study the Bible and a wonderful resource to give yourself this season.

WHERE TO FIND IT: tyndale.com



Southern Lady

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