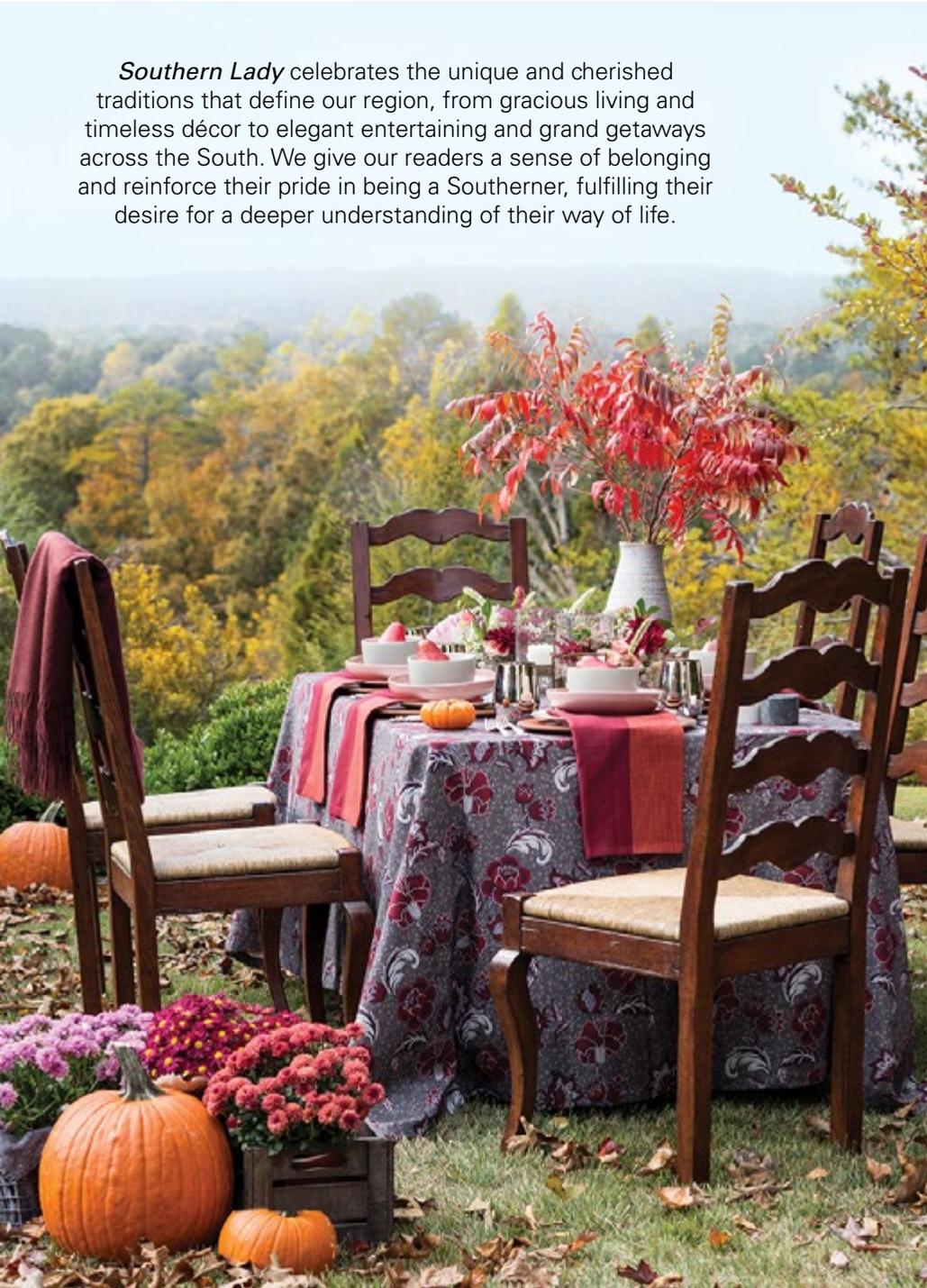


# Southern Lady



*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

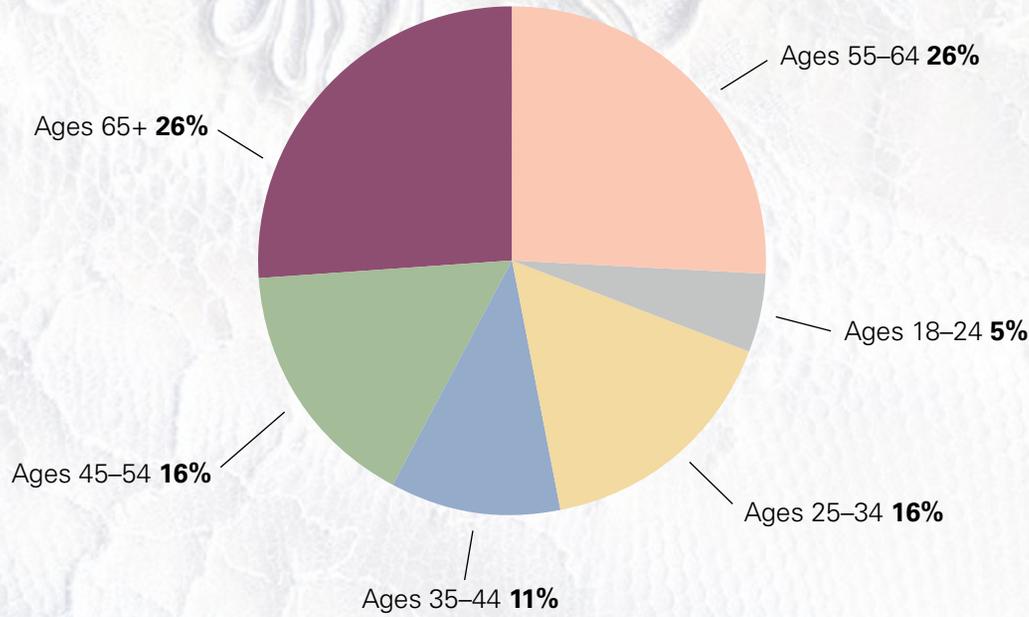
Digital  
**Monthly Page Views** 217,364  
**E-Newsletter Subscribers** 81,334

Social     
**Followers** 293,038

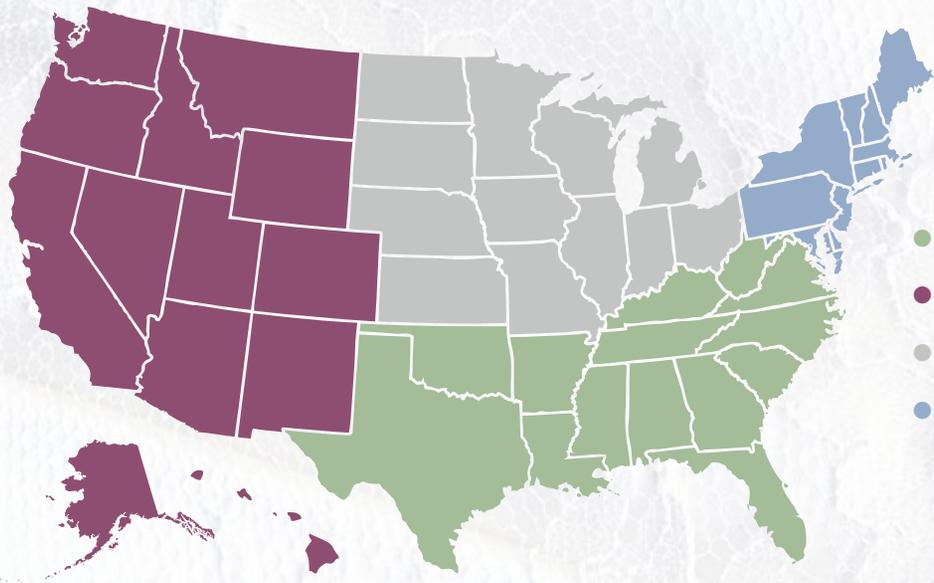
**INSTAGRAM**  
**Followers** 229,000  
**Impressions** 28,313,378  
**Engagements** 1,586,729  
**Engagement Rate** 5.6%

**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*

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,

*Lisa Frederick*  
Editor, *Southern Lady*

# 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"

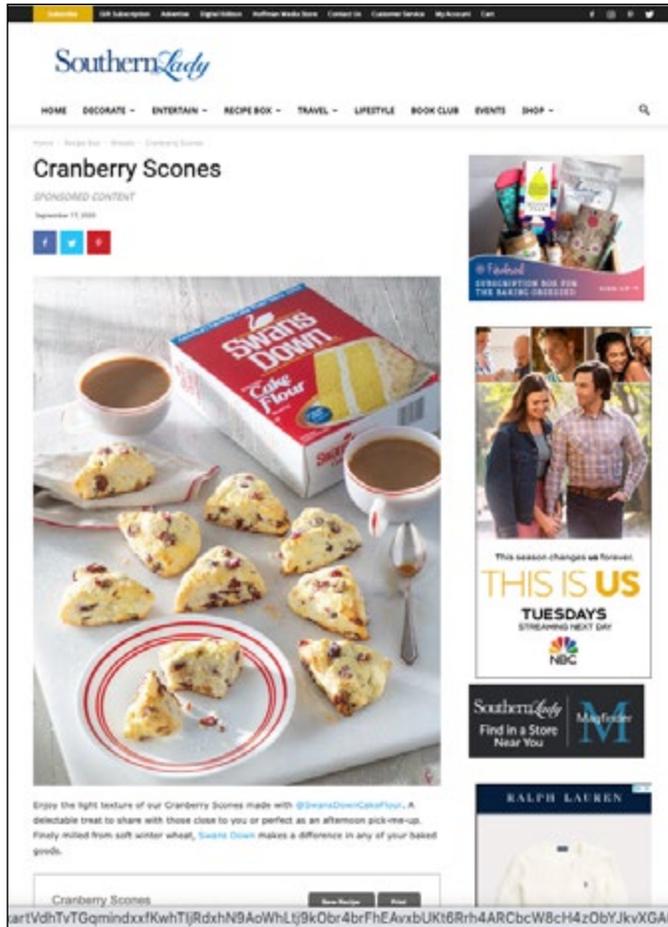
## Digital Editions

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

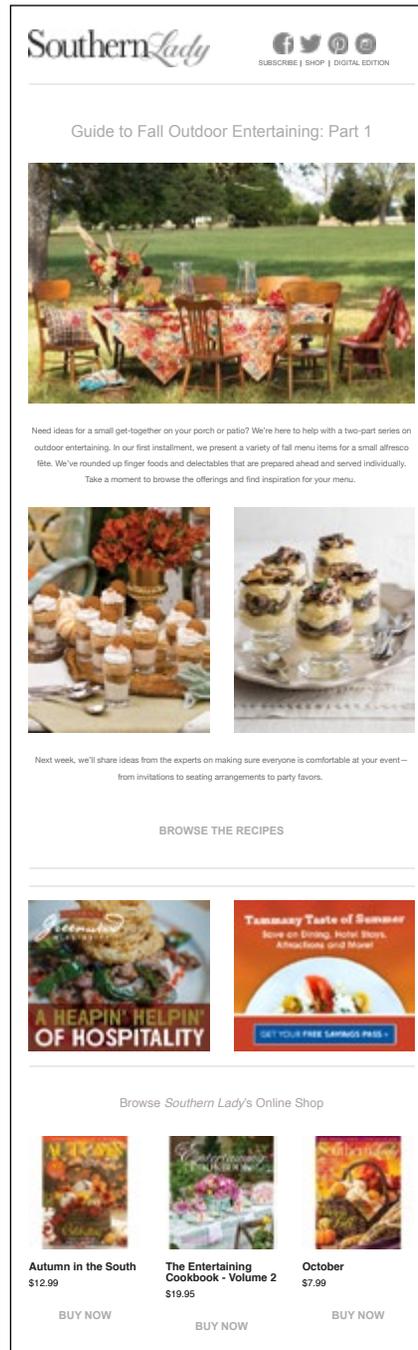
## Business Reply Card, Polybag, and Inserts

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, and 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, Orchid 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 #easterfashion #kidsaeaster #springkids #islandprestyle #classickids #preppykids #classichilrenclothes

24

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.

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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 **\$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.

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## 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



**For submitting Print Advertising:**

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 Digital Advertising:**

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



## SouthernLady

**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**

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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



## Southern Lady

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.

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### **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.

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### **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 restaurant-quality party-ready oysters. 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. Or, better, they clean easily, allowing you to enjoy oysters in both Florida and Florida. Exclusive to Southern Lady. Enter coupon code 12HOLIDAY12 for 10% your purchase of \$85 or more.

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



**Spartina 449 Vender Island Tote with Yacht Club Mini Wallet**

The popular vendor island tote takes you through from work to weekend. This versatile tote features a super-soft interior that can hold your laptop, tablet, or even a few extra oysters. Several Spartina totes include a golden logo, magnetic flap, and a class of hanging leather tassels. This tote is for the Southern Lady. Enter coupon code 12HOLIDAY12 for 10% your purchase of \$85 or more.

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

**Southern Marsh Laptop Case in Sennicker-Pink Stripe**

Strong enough to hold an 11-inch laptop, the Southern Marsh Laptop Case is made of 100% cotton canvas. It's constructed of durable, high-quality fabric with a magnetic flap and a reinforced top. A metal handle is sturdy enough to hold an 11-inch laptop. Each case is printed with a unique pattern and features the Southern Marsh seal on the front. You'll find this one in the back.

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



**Edmore® Collection Oaken Jewelry by Southern Gains®**

Edmore® Collection jewelry by Southern Gains has been the signature of Georgia Woodruff and the extraordinary artists who helped bring to life the historic oaks in Asheville, North Carolina. These beautiful sterling silver pieces are inspired by the intricate, swirling of the Edmore's Oak. Sterling Silver. Look for them in the jewelry and gift stores nationwide as well as Edmore's company.

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



**Veni 2018 Old St. Nick Limited Edition**

Celebrate the season with a look as 10 years of the favorite table holiday pattern from Veni at Old St. Nick. This year's collection features a new color palette. Men's and women's tableware is inspired by Old St. Nick's iconic Santa, Old St. Nick's, when creating the Old St. Nick collection. All pieces in the collection are made in the USA.

WHERE TO FIND IT: [venishop.com](#), 202-871-6276



**Earth Grace Artisan Jewelry The Miss Carla Bracelet**

Handmade by Earth Grace Artisan Jewelry, with recycled 12K sterling silver, 14K rose gold, 18K rose gold, and clear cubic zirconia stones, this bracelet - named for founder Carla Woodruff - is the most popular item in the company's collection. Earth Grace Artisan Jewelry, founded by Carla Woodruff, offers a variety of designs from traditional to Bohemian and Art Deco pieces. You can find a piece in your hand and feel the love and all the strength and artistry represented by her work and her heart because that is the mission of Earth Grace.

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



# 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*.

**The Oyster Bed Surf & Turf Dinner Package**

The ultimate outdoor package, including one for three Oyster Bed surf, outdoor, and surf gift bag with one Surf Bed three, is the perfect set to cook and enjoy a dinner for two. The Oyster Bed surf is made of stainless steel and is available in a variety of colors and finishes. The surf is made of stainless steel and is available in a variety of colors and finishes. The surf is made of stainless steel and is available in a variety of colors and finishes. The surf is made of stainless steel and is available in a variety of colors and finishes.

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



**April Cornell Tablecloth in Oliva Antique and Napkin in Oliva Red**

Inspired by founder April Cornell's beach house, this 100% cotton tablecloth is sure to bring home festive holiday gatherings. For the table, each collection in Oliva Antique with napkins in Oliva Red - see each collection from the Fall 2018 collection that come for a wonderful season.

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



**Husqvarna VIKING® Sewing Machine Epsa™ 981Q2**

With the Husqvarna VIKING® Epsa™ 981Q2, you'll enjoy creative, healthy, and healthy technology that helps you get from idea to idea in less time than ever before. The lightest and most compact sewing machine available today. Its sleek and strong and made available at the features of our previous models - and additional built-in features that take your sewing experience to an entirely new level. You can enhance your creative capabilities, and bring your ideas to life with any fabric.

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



**Burgers Smokehouse Spinal Shred Hill City Ham**

If you're a mild meat fan, with a sweet flavor and a delicious smoky taste, the Spinal Shred Hill City Ham is just what you need. Smokehouse is made with ham and tender ham steaks. The same technique they have used on their other meats. There are no additives or preservatives. The meat is made in a dry curing process. It is delicious and can be used for any occasion. Ham is a cut of meat that is used for many occasions in cooking. A complementary package of ham and cheese is included.

WHERE TO FIND IT: [smokehouse.com](#) under 10lbs.



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

Perfect for the teenage girl in your life, the new edition of the Life Application Study Bible includes a new design, a new cover, and a new look. The new design is perfect for the teenage girl in your life. The new cover is perfect for the teenage girl in your life. The new look is perfect for the teenage girl in your life.

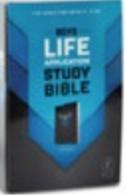
WHERE TO FIND IT: [tyndale.com](#)



**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 new design is perfect for the teenage boy in your life. The new cover is perfect for the teenage boy in your life. The new look is perfect for the teenage boy in your life.

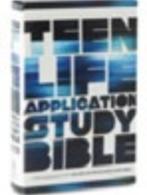
WHERE TO FIND IT: [tyndale.com](#)



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

The Teen Life Application Study Bible is packed with content designed to meet the needs of today's high school students. Combining a new design, a new cover, and a new look. The new design is perfect for the teenage girl in your life. The new cover is perfect for the teenage girl in your life. The new look is perfect for the teenage girl in your life.

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, parables, quotes, and stories. This second edition also includes a "Christian's Handbook" supplement to enhance necessary affirmations. This Bible is the perfect gift for friends and family members who apply God's word to everyday life and a wonderful resource to give yourself this season.

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



## 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