





Print **Total Distribution 150,000** Frequency 6x

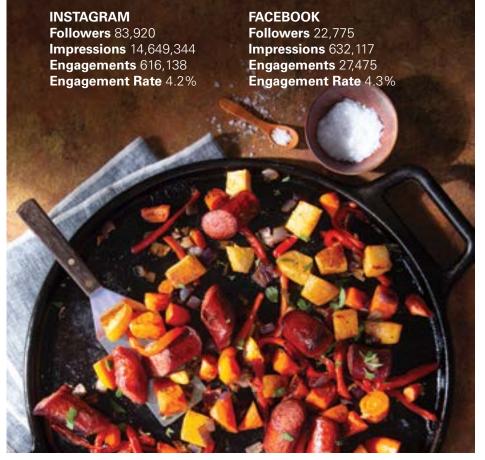
Digital **Monthly Page Views** 172,662 E-Newsletter Subscribers 7,304

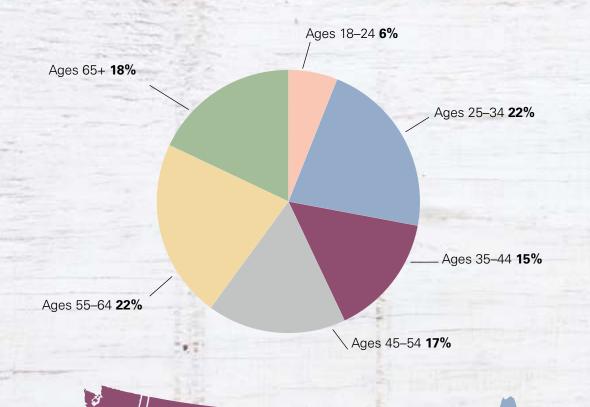
Social **Followers** 109,512



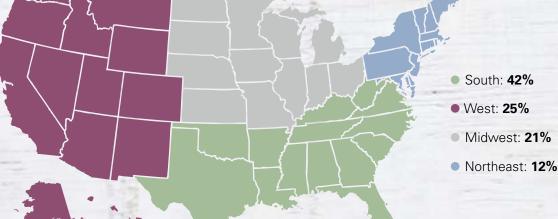












# Southern CAST IRON

## READER STATISTICS



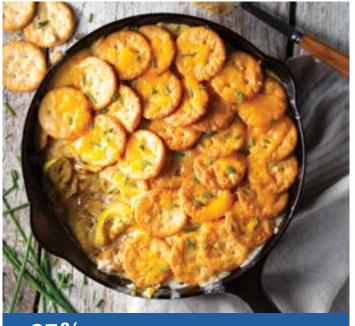
**57%** prepare 3 or more recipes from each issue



70% read 4 out of the last 4 issues



49% spend over 1 hour reading an issue



85% are active on social media



**50%** purchased a product written about or advertised in *Southern Cast Iron* 



Sources—2018 reader survey

## 2021 EDITORIAL CALENDAR



March | April

Materials Due 12/22 | On Sale 2/23

May | June

Materials Due 2/2 | On Sale 4/13

July | Aug

Materials Due 4/6 | On Sale 6/15

Sept | Oct

Materials Due 6/23 | On Sale 8/31

Nov | Dec Materials Due 8/19 | On Sale 10/26

Jan | Feb 2022 Materials Due 10/13 | On Sale 12/21

In addition to regular issues, Southern Cast Iron offers special-issue publications, including Easy Chicken Dinners, Holiday Breads and Baking, and Slow Cooker Meals.



by its love of cast iron and the relationships that are forged with our readers. Passed down from generation to generation, cast iron is a treasure beyond worth; an heirloom skillet bears the memories of a thousand meals and experiences, seasoned into its storied surface layer by layer. Fans of cast iron are immediately drawn to our brand and become loyal and devoted readers, using *Southern Cast Iron* as a resource for cooking, collecting, restoring, and learning about all things cast iron.

In every issue of *Southern Cast Iron*, readers can expect to find a healthy dose of Southern home cooking and baking using many different types of cast iron, from classic pieces including skillets and Dutch ovens to more unique vessels like wedge and loaf pans and antique cake and cookie molds. But no matter which cast-iron pan is used to cook and bake, delicious recipes are sure to follow. By taking stock of what's in season, we fill our pages with tasty, seasonally appropriate recipes that are easy to follow and accompanied by beautiful photography. From comforting, savory skillet suppers to simple, sweet treats, there's something for everyone to enjoy.

We also take pride in giving our readers technique-based columns to help solve dinnertime dilemmas, featuring both established and upcoming chefs who are present in the cast iron community, showcasing products that we use in our very own kitchens, sharing tips for how to care for favorite pans, as well as providing in-depth stories of collectors and foundries.

We hope to bring joy to our readers through our love of cast iron, providing inspiration to discover new and unexpected recipes while also finding comfort in the beloved flavors of classic home cooking. We recognize the ways in which cast iron can bring people together, and we're proud to celebrate the cast iron community and the traditions, both in and out of the kitchen, that come along with it. We strive to make *Southern Cast Iron* the go-to guide each time our readers pull their favorite skillet out of the cupboard. Join us on the adventure!



## PRINT MARKETING



**Southern Cast Iron** 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, taste in the mouthwatering recipes, and see in the compelling images and clean design.

Success is due to a trusting readership eager to dig into the next issue. 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 \$9,450

**Spread** \$7,800

**Full Page** \$4,500

**2/3 Page** \$8,640

**1/2 Page** \$7,020

**1/3 Page** \$5,400

**1/4 Page** \$4,185

**Cover 4** \$6,140

## Ad Specs

**Trim Size**  $9.0" \times 10.875"$ 

**Full Page** 9.25" x 11.125"

(bleed only)

**2/3 Page** 5.25" x 9.875"

**1/2 Page (H)**  $8" \times 4.875"$ 

**1/3 Page (SQ)** 5.25" × 4.875"

**1/3 Page (V)**  $2.5" \times 9.875"$ 

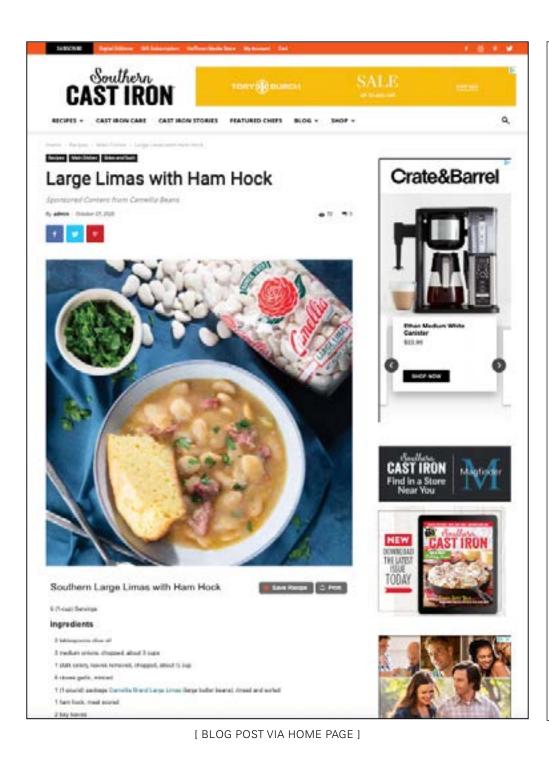
**1/4 Page** 3.875" × 4.875"

## 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.





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SKILLET

# Southern CASTIRON° Written by the editors of Southern

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

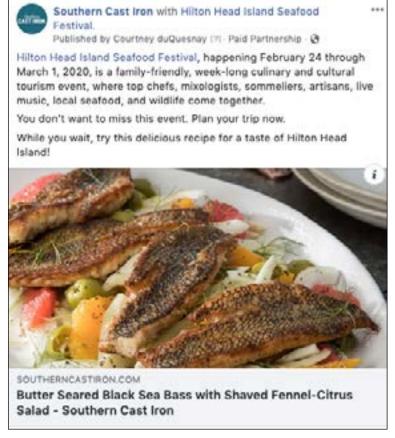
- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

## E-Newsletter Ad

- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



[INSTAGRAM]



## DIGITAL MARKETING

### 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

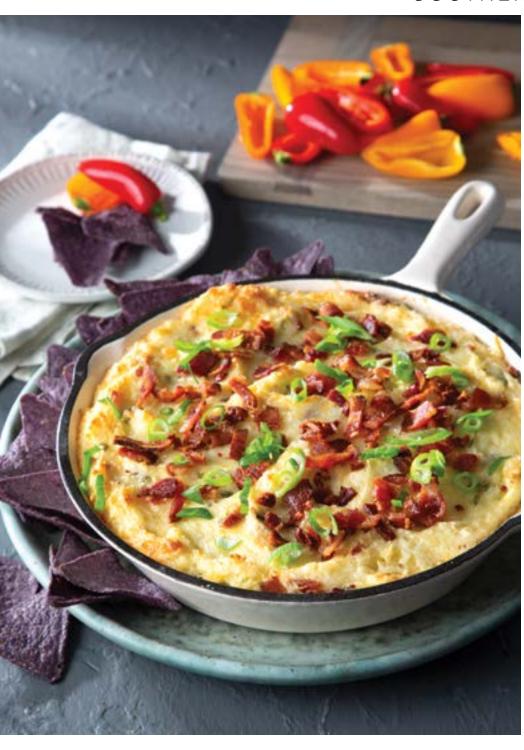
## Instagram

- 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 CAST IRON

The editors of *Southern Cast Iron* have launched a special marketplace section to answer the most common 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 Cast Iron* 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 **Lindsay Jones Edmonds**, **ledmonds@hoffmanmedia.com**.



## Southern GAST IRON

## **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**

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## **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









## Southern CAST IRON

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

## **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