

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

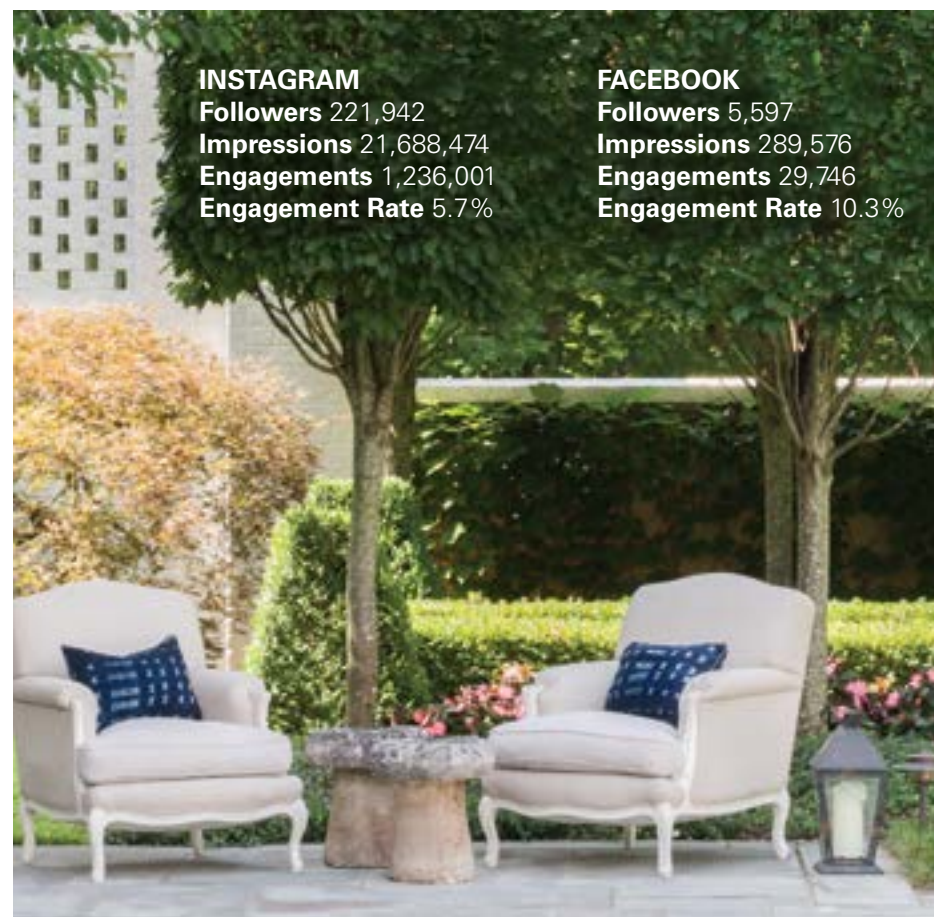
Digital

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%

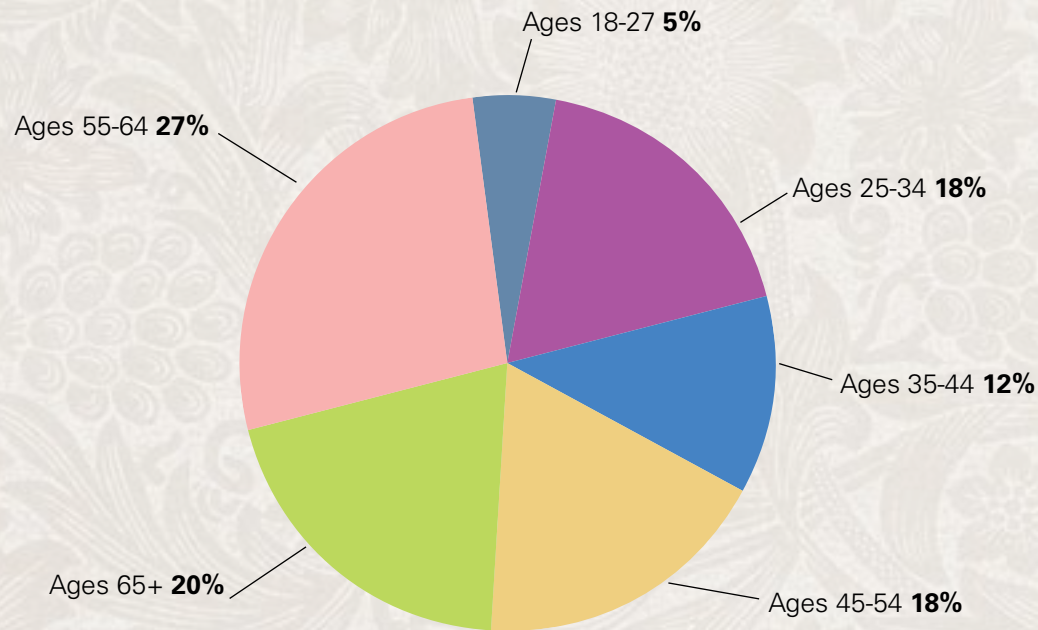
FACEBOOK

Followers 5,597

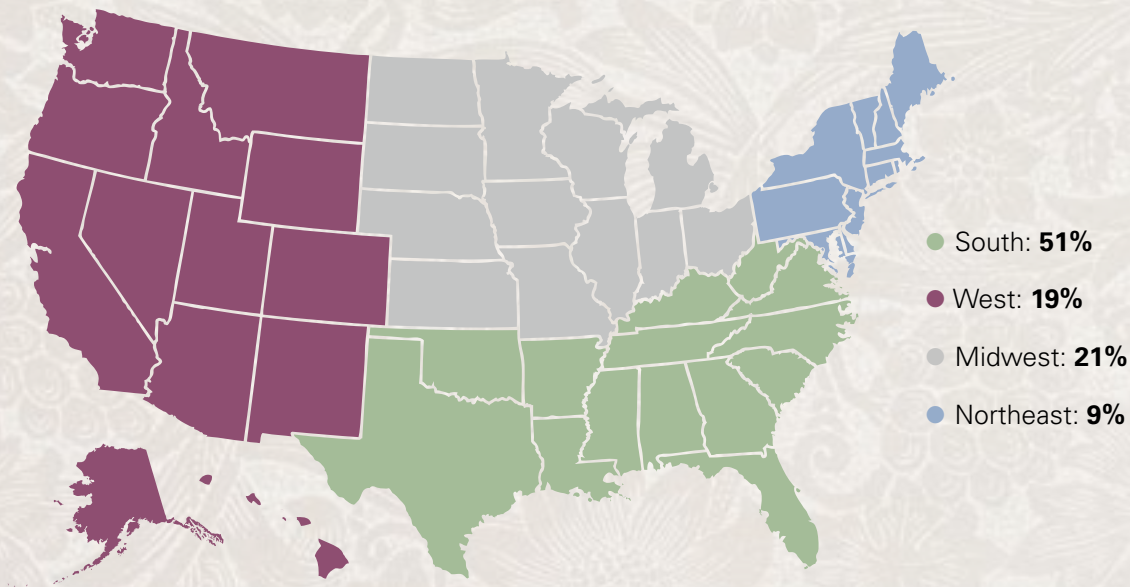
Impressions 289,576

Engagements 29,746

Engagement Rate 10.3%



99%
FEMALE
1% MALE



**Southern
home**

\$175,000

[MEDIAN HHI]

READER STATISTICS



82% save entire issues



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



97% get their remodeling and decorating inspiration from magazines



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



77% prefer to decorate their own home



79% read 4 out of the last 4 issues



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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 word 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.



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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.

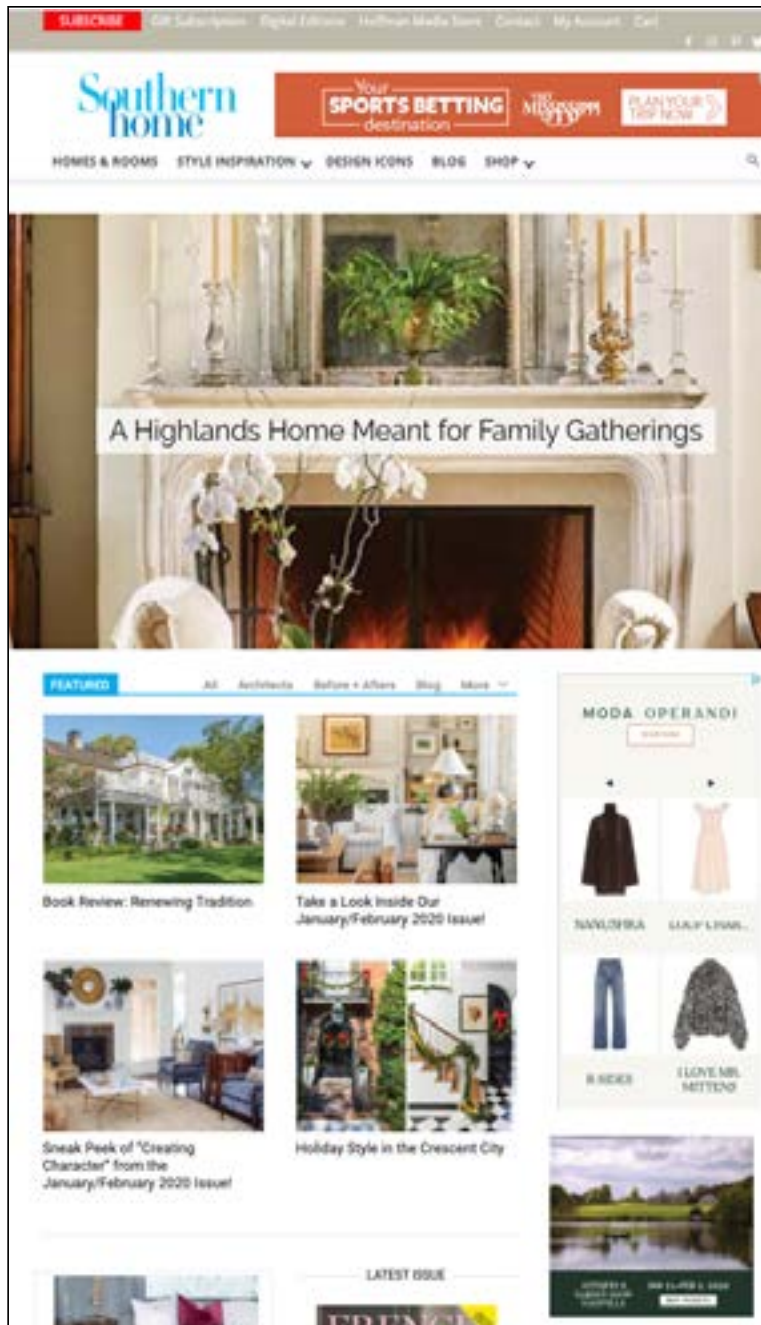
ADVERTISING PLACEMENTS

Blog Post

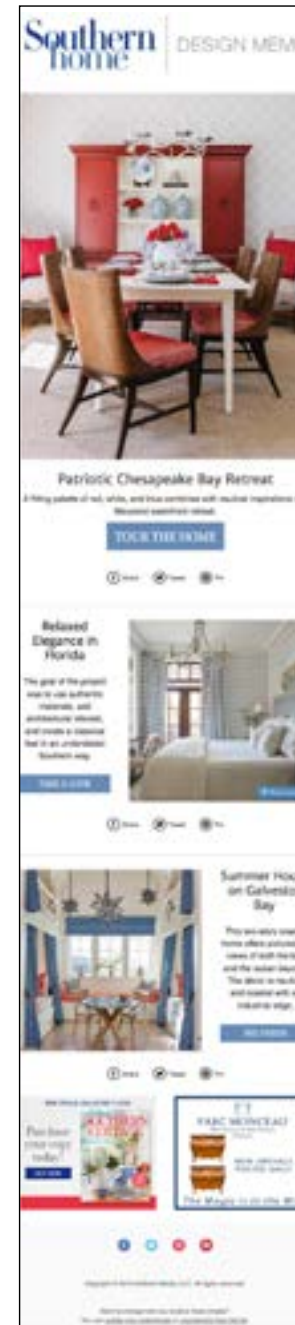
- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

E-Newsletter Ad

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



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

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

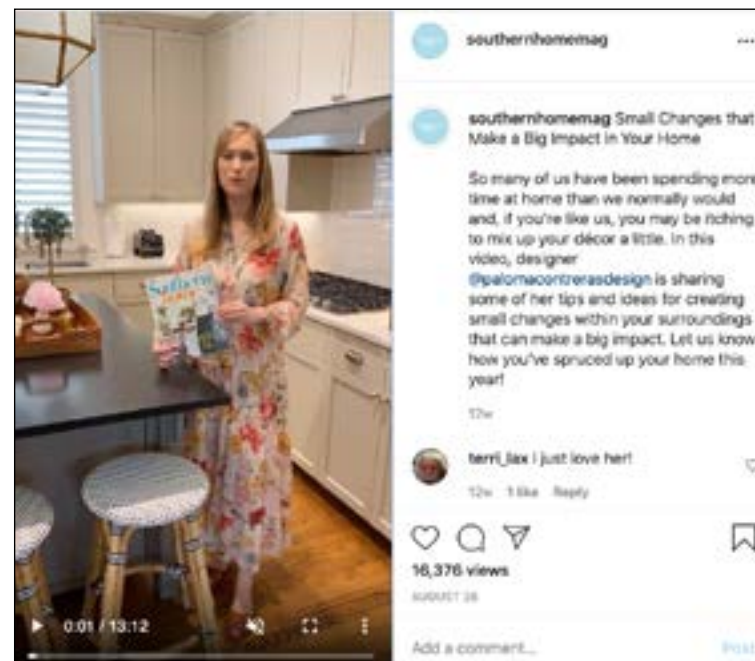
We accept third-party impressions and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.



[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
Influencer Network Program	and Production
Photography	White-Glove Content Creation

SUBMITTING ARTWORK



For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, kewis@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 home

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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 holidays to get the season



Spectra 449 Women's Handbag with Tote (2/2/19 \$199.99)

Spectra 449 Women's Handbag with Tote (2/2/19 \$199.99) is a stylish and functional bag. It features a black and white floral pattern and a black strap. The bag is made of high-quality material and is perfect for everyday use. It is available for purchase at [Spectra 449](#).

WHERE TO FIND IT: [Spectra 449](#)



Life's Simple Living 449 Women's Handbag with Tote (2/2/19 \$199.99)

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WHERE TO FIND IT: [Life's Simple Living](#)

Southern Home Laptop Case or Tote (2/2/19 \$199.99)

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The Christmas Tree (2/2/19 \$199.99)

The Christmas Tree (2/2/19 \$199.99) is a stylish and functional bag. It features a black and white floral pattern and a black strap. The bag is made of high-quality material and is perfect for everyday use. It is available for purchase at [The Christmas Tree](#).

WHERE TO FIND IT: [The Christmas Tree](#)

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