

# 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

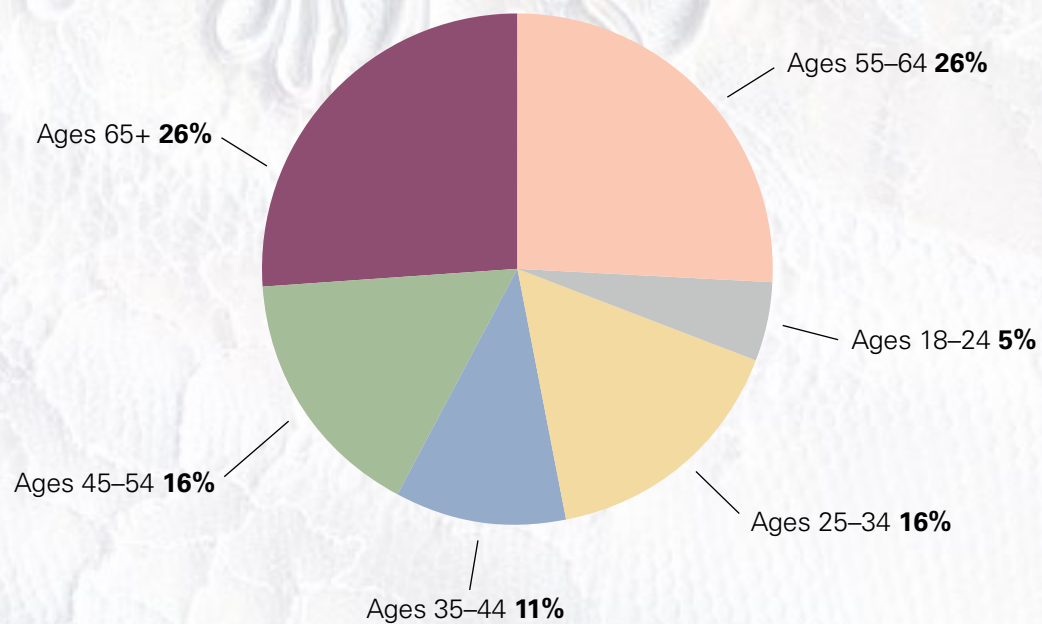
**Impressions** 10,253,137

**Engagements** 1,112,507

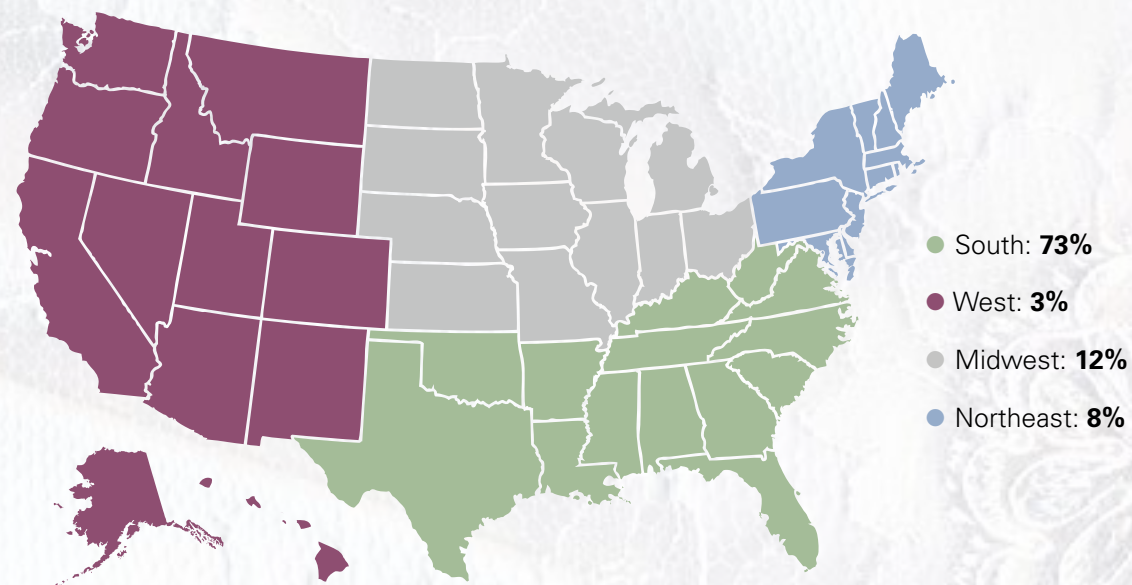
**Engagement Rate** 10.9%







**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

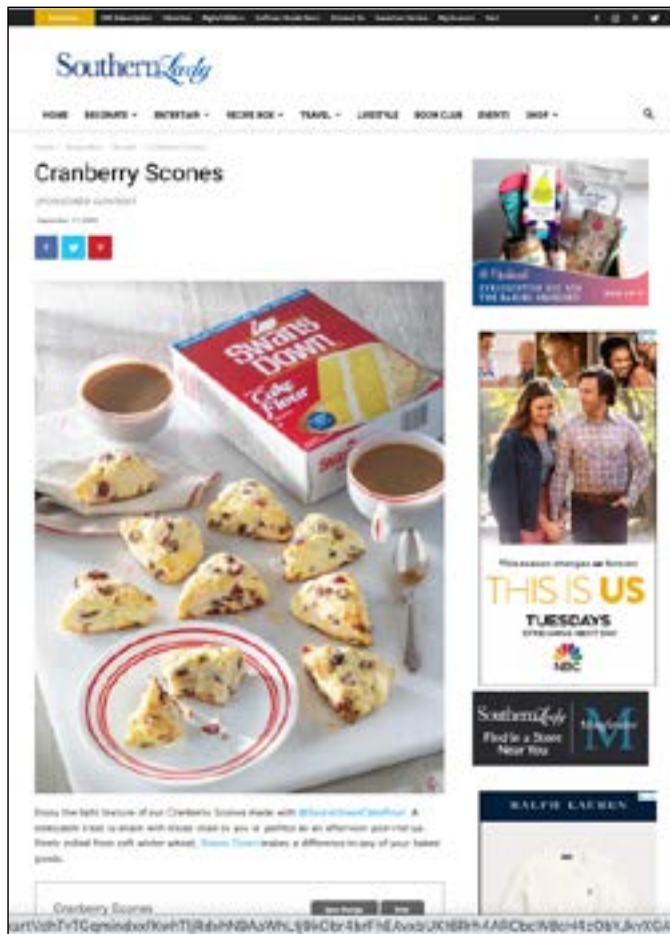
All advertisements run on digital editions at no additional charge. Option available to include a hyperlink to direct readers to advertiser website.

### Business Reply Card, Polybag, and Inserts

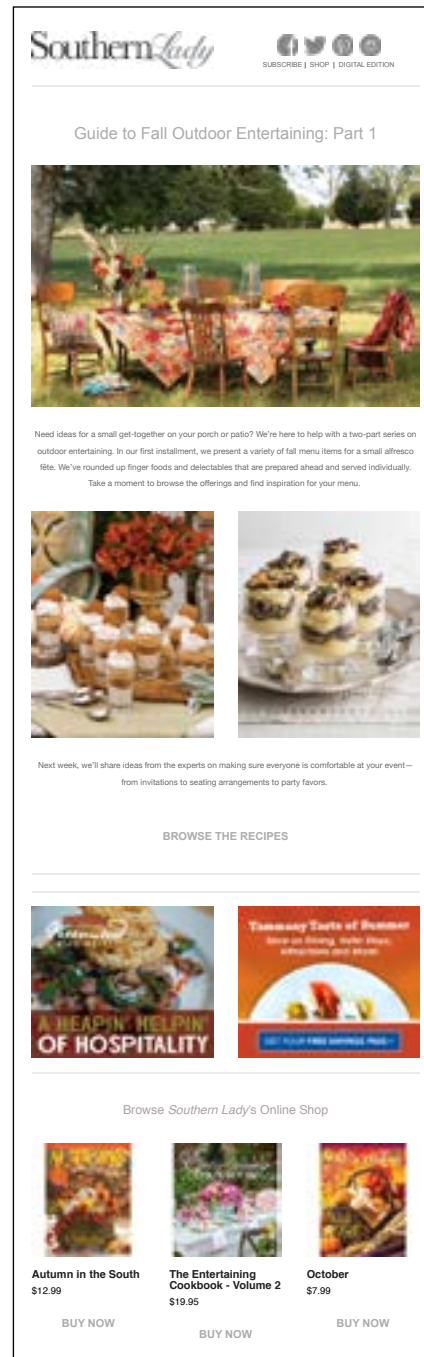
Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.







[ BLOG POST ]



[ E-NEWSLETTER AD ]

## 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

## ADVERTISING PLACEMENTS

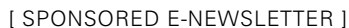
- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

- Single image, series of 2–5 images, or short video
- Link to advertiser website
- Advertiser handle and hashtags
- Paid promotion included

- Single image, series of 2–5 images, or short video
- Link to advertiser website in bio
- Advertiser handle and hashtags

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.

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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



## SUBMITTING ARTWORK



### **For submitting Print Advertising:**

For print ad creative 10MB or less, send directly to **Kimberly Lewis**, [kewis@hoffmanmedia.com](mailto: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 **Anna Portante**, [aportante@hoffmanmedia.com](mailto:aportante@hoffmanmedia.com).



# SouthernLady

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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.

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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



## 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*.

### HOLIDAY Gift Guide from our PARTNERS

The holidays are here to stay!



**Spectacular 4499 Stroller Bag with Tote, 12x18x10 (12x18x10)**

Stroller bags are the perfect way to keep your baby's essentials organized. The Spectacular 4499 Stroller Bag with Tote, 12x18x10 (12x18x10) is a stylish and functional bag that will keep your baby's essentials organized and easy to access. It features a large main compartment with a zipper closure, a smaller front pocket with a zipper closure, and a detachable tote bag. The bag is made of durable material and is available in a variety of colors and patterns.

**WHERE TO FIND IT:** [Spectacular 4499 Stroller Bag with Tote, 12x18x10 \(12x18x10\)](#)



**Lifesayers Kitchen & Dining Tools and Dining Tools**

Lifesayers Kitchen & Dining Tools and Dining Tools are the perfect way to keep your kitchen and dining room organized. The Lifesayers Kitchen & Dining Tools and Dining Tools are made of durable material and are available in a variety of colors and patterns. They are perfect for keeping your kitchen and dining room organized and easy to access.

**WHERE TO FIND IT:** [Lifesayers Kitchen & Dining Tools and Dining Tools](#)

**Southern Lady Laptop Case or Backpack (12x18x10)**

The Southern Lady Laptop Case or Backpack (12x18x10) is a stylish and functional bag that will keep your laptop and other essentials organized and easy to access. It features a large main compartment with a zipper closure, a smaller front pocket with a zipper closure, and a detachable tote bag. The bag is made of durable material and is available in a variety of colors and patterns.

**WHERE TO FIND IT:** [Southern Lady Laptop Case or Backpack \(12x18x10\)](#)



**Stylish 12x18x10 Laptop Case or Backpack (12x18x10)**

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**WHERE TO FIND IT:** [Stylish 12x18x10 Laptop Case or Backpack \(12x18x10\)](#)

**The Christmas Tree (12x18x10)**

The Christmas Tree (12x18x10) is a stylish and functional bag that will keep your Christmas tree and other essentials organized and easy to access. It features a large main compartment with a zipper closure, a smaller front pocket with a zipper closure, and a detachable tote bag. The bag is made of durable material and is available in a variety of colors and patterns.

**WHERE TO FIND IT:** [The Christmas Tree \(12x18x10\)](#)



**Applique 12x18x10 (12x18x10)**

The Applique 12x18x10 (12x18x10) is a stylish and functional bag that will keep your applique and other essentials organized and easy to access. It features a large main compartment with a zipper closure, a smaller front pocket with a zipper closure, and a detachable tote bag. The bag is made of durable material and is available in a variety of colors and patterns.

**WHERE TO FIND IT:** [Applique 12x18x10 \(12x18x10\)](#)



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**WHERE TO FIND IT:** [Stylish 12x18x10 Laptop Case or Backpack \(12x18x10\)](#)

**Life Application Study Bible (12x18x10)**

The Life Application Study Bible (12x18x10) is a stylish and functional bag that will keep your Life Application Study Bible and other essentials organized and easy to access. It features a large main compartment with a zipper closure, a smaller front pocket with a zipper closure, and a detachable tote bag. The bag is made of durable material and is available in a variety of colors and patterns.

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## 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