

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

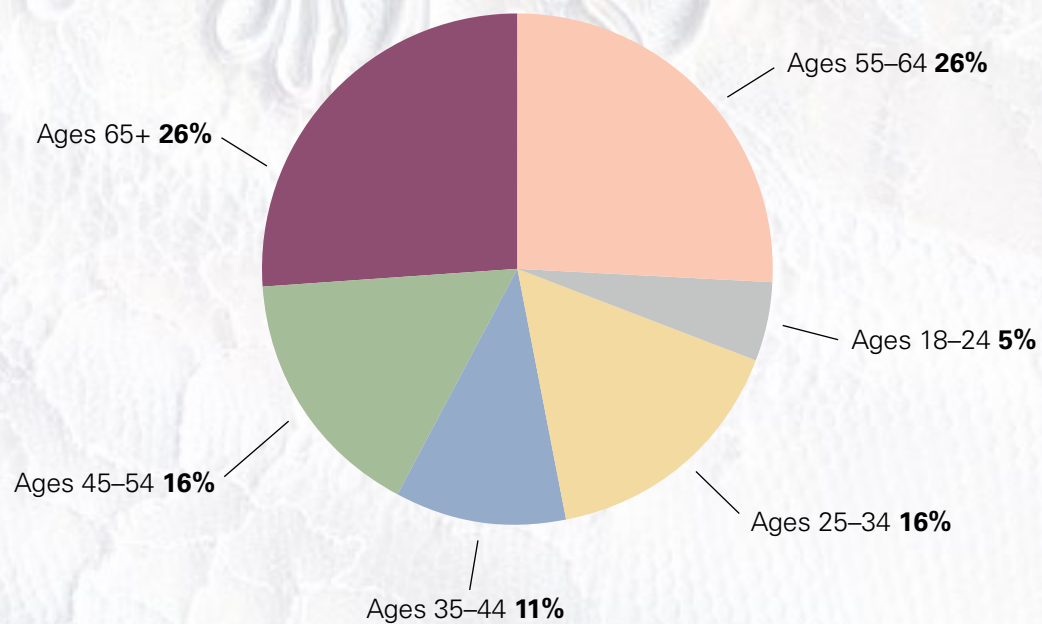
Followers 48,023

Impressions 10,253,137

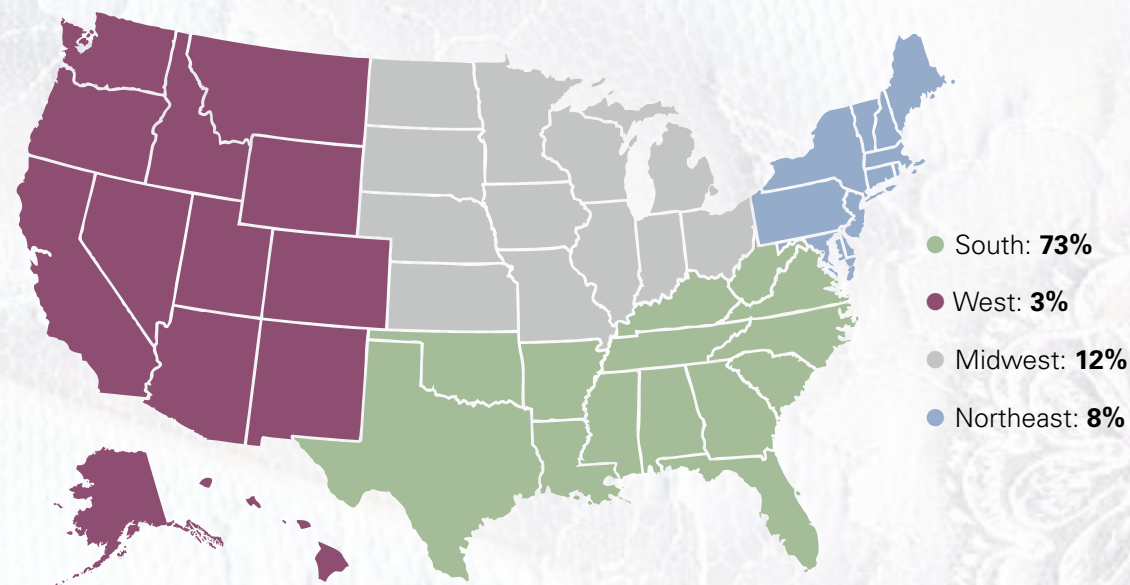
Engagements 1,112,507

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"

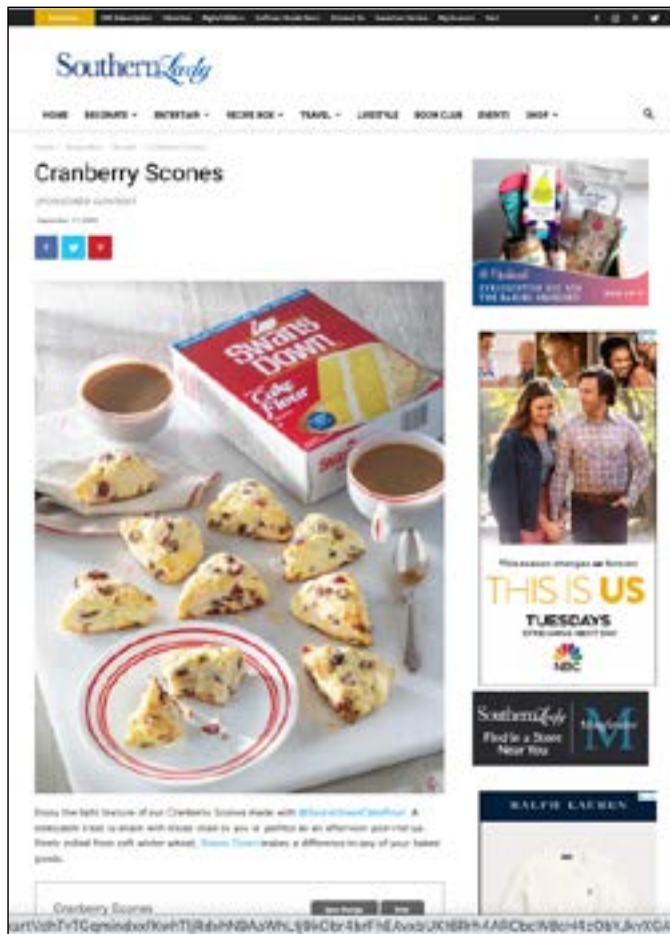
Digital Editions

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

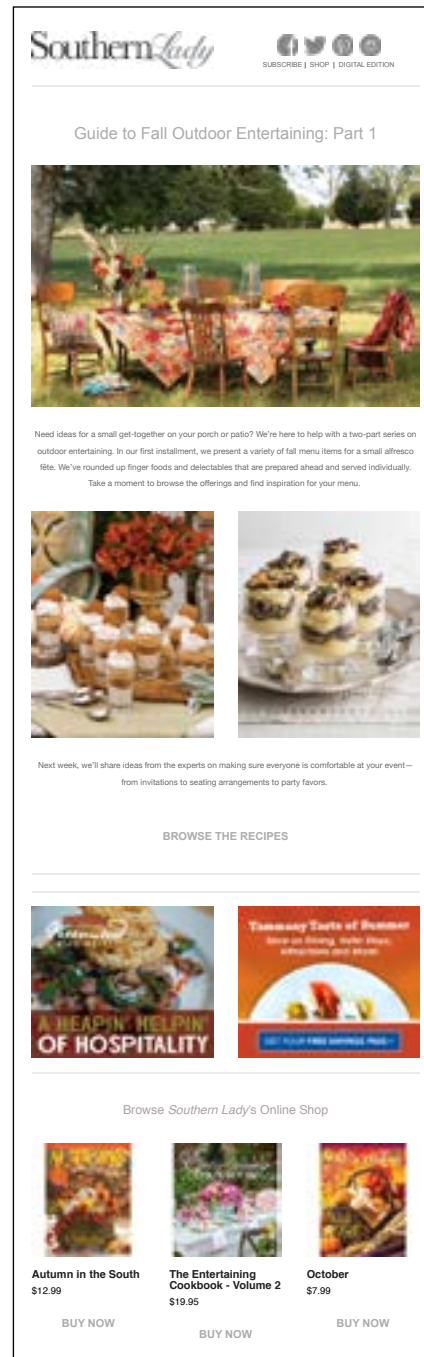
Business Reply Card, Polybag, and Inserts

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





[BLOG POST]



[E-NEWSLETTER AD]

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

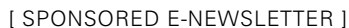
- Advertiser logo
- 3+ images
- Links to advertiser website
- Up to 300 words
- GIF accepted

- 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.

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**, 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.

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.

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

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

[illegible][illegible]