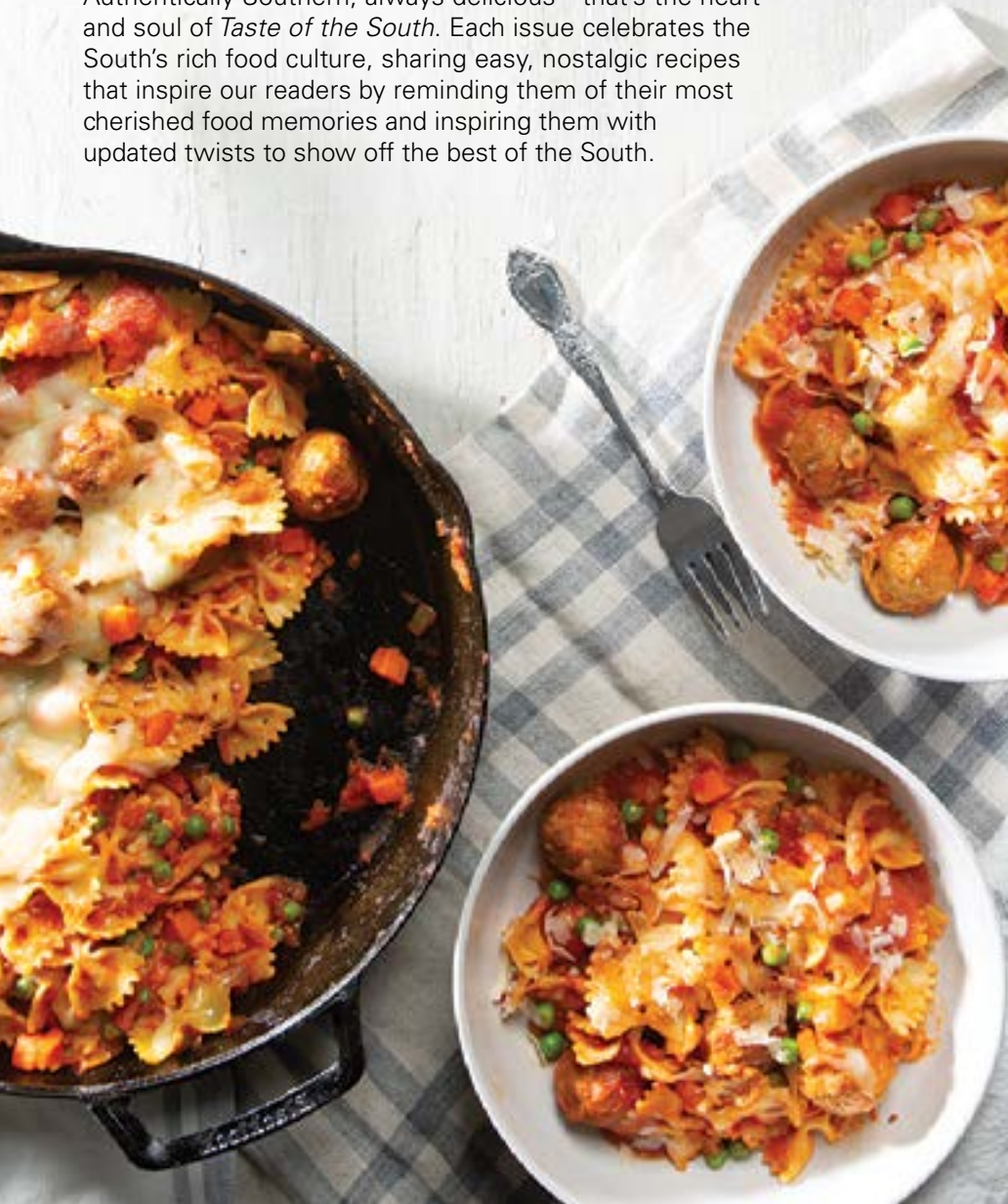


taste OF THE south



taste OF THE south

Authentically Southern, always delicious—that's the heart and soul of *Taste of the South*. Each issue celebrates the South's rich food culture, sharing easy, nostalgic recipes that inspire our readers by reminding them of their most cherished food memories and inspiring them with updated twists to show off the best of the South.



Print

Total Distribution 100,000

Frequency 7x

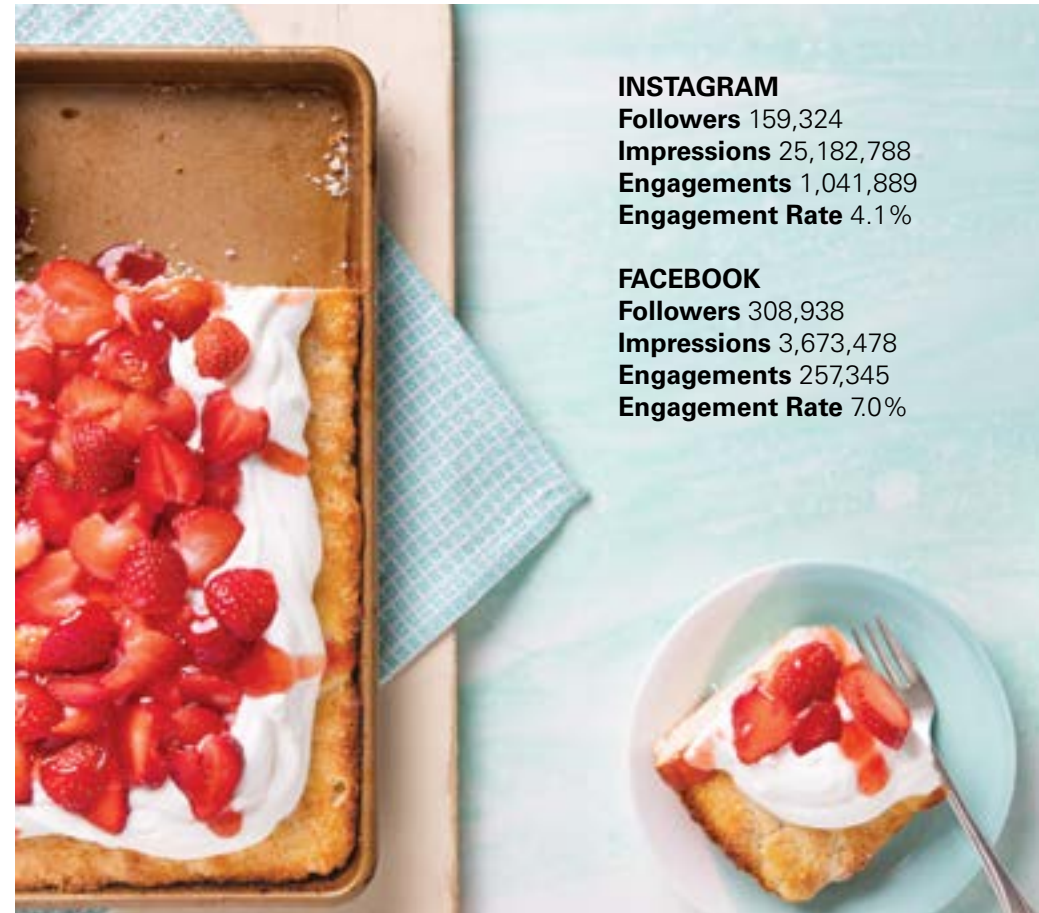
Digital

Monthly Page Views 368,337

E-Newsletter Subscribers 89,615

Social   

Followers 494,075



INSTAGRAM

Followers 159,324

Impressions 25,182,788

Engagements 1,041,889

Engagement Rate 4.1%

FACEBOOK

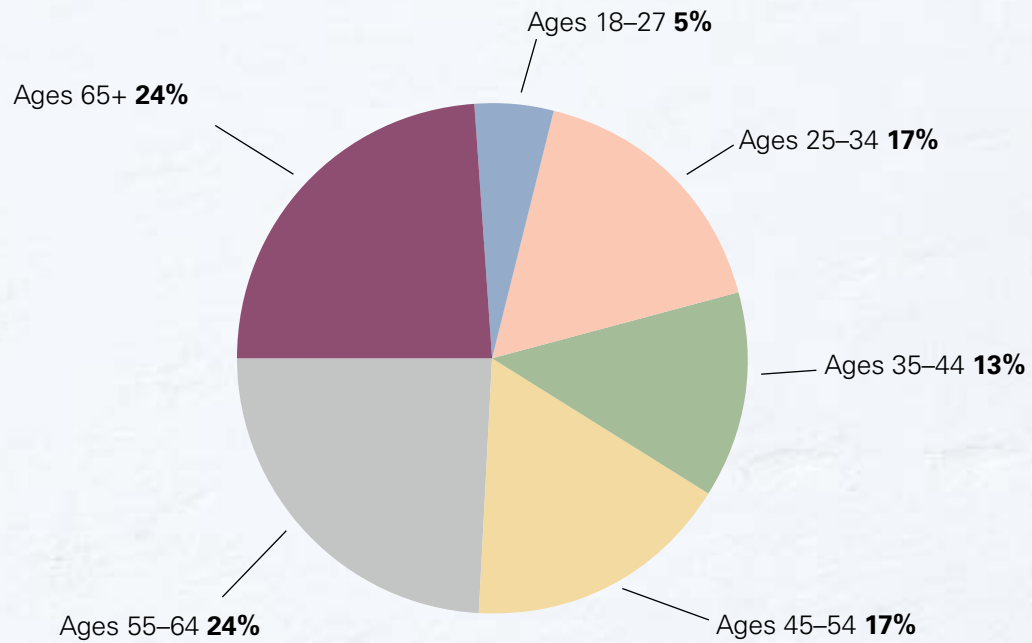
Followers 308,938

Impressions 3,673,478

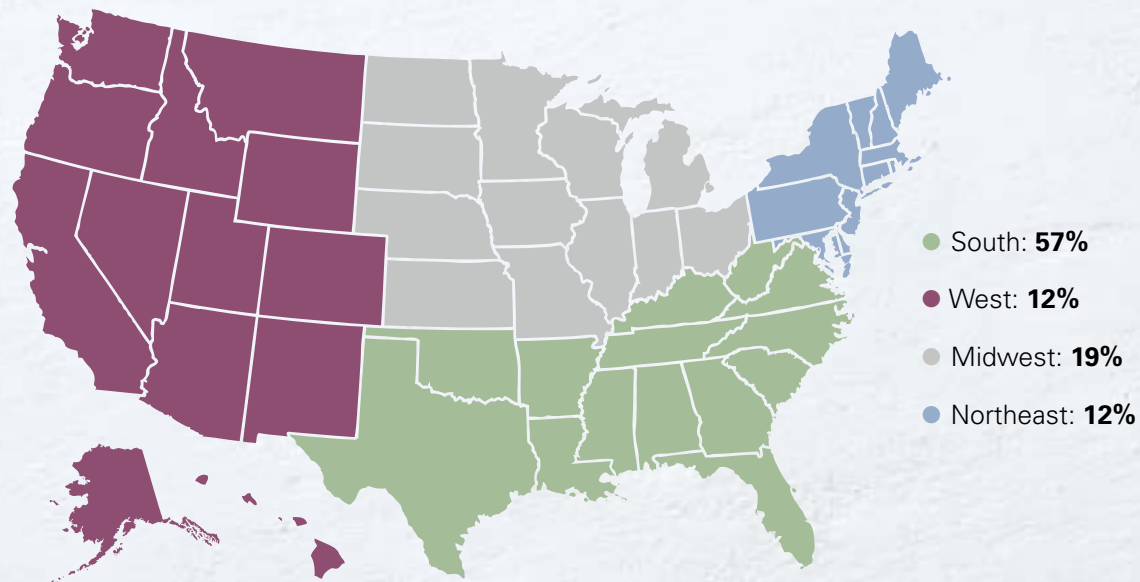
Engagements 257,345

Engagement Rate 7.0%

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81%
FEMALE
19% MALE



\$87,500
[MEDIAN HHI]





70% save entire issues

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63% purchased a product written about or advertised in *Taste of the South*



83% cut out recipes



53% have been readers for 4+ years

READER STATISTICS



68% read 4 out of the last 4 issues



50% would like to see more Southern-made products

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March | April — Spring Issue
Materials Due 11/30/20 | On Sale 2/9

Nov | Dec — Celebration of Tradition
Materials Due 8/11 | On Sale 10/19

May | June — The Retro Issue
Materials Due 1/27 | On Sale 4/6

Jan | Feb 2022 — Comfort Food
Materials Due 9/28 | On Sale 12/7

July | Aug — Summer Celebration
Materials Due 3/24 | On Sale 6/1

In addition to regular issues, *Taste of the South* offers special-issue publications, including *Homestyle Casseroles*, *Southern Breakfasts*, *Best Southern Recipes*, *Fall Comfort Food*, *Holiday Baking*, *Christmas Cookbook*, and *Southern Breads*.

Sept — Good Home Cookin'
Materials Due 5/19 | On Sale 7/27

Oct — Fall Comfort
Materials Due 7/5 | On Sale 9/7



TASTE OF THE SOUTH'S MAIN FOCUS is to bring classic Southern foods to the modern supper table. Through our recipes and editorial content, we hope to inspire people to share meals and food-centric experiences with friends and family and be able to do so with ease. Our readers often cite our magazine as one of their favorites to find the food they grew up on while also learning something new.

In 2021, we're staying true to tradition while also exploring what the future of Southern food holds. Starting the year with a focus on comfort food, our January/February issue offers classic dishes like chicken and dumplings and buttermilk biscuits while exploring who and what makes the South the unique culinary region that it is. Our March/April issue and the start of spring brings fresh sweet rolls, seasonally focused meals with carrots and spring greens, and a look at a group of women who are moving Southern food forward. As we enter the summer months, we bring two issues packed with recipes that celebrate an abundant harvest—from summer pies and cobblers to fried green tomatoes to watermelon, peaches, and tomatoes. Our July/August issue is bringing back our much-anticipated Taste 50 awards where we feature our favorite products, people, and trends in Southern food. As we wrap up the year, we take a trip to the Appalachian Mountains for a fall festival, explore Holiday Traditions from around the South, and fill our tables with the comfort meals that cold weather implores in three recipe-packed issues.

In each issue, you'll find our tried-and-true departments like Cast Iron Favorites, At the Table, Foodways, Cooking Class, and Southern Staples. One of our most popular features is New Ways where we explore a traditional or classic Southern dish and reinterpret those ingredients and flavors into something just as tasty but with a twist, like Chicken and Dumplings reinvented into a sage-chicken salad with fried dumpling crackers. Or explore an area of the South in Southern Bound where we visit places like Atlanta's Buford Highway, attend a hog roast in North Carolina, or stuff ourselves at the Pepperoni Festival in Morgantown, West Virginia.

This is just a teaser of what 2021 has in store! We can't wait to share all of the wonderful content we have planned for the year, and we hope to have you with

Daniel

Editor, *Taste of the South*



Taste of the South 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 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 \$8,400

Spread \$7,000

Full Page \$4,000

2/3 Page \$3,200

1/2 Page \$2,600

1/3 Page \$2,000

1/4 Page \$1,550

Cover 4 \$5,500

Ad Specs

Trim Size 7.875" x 10.5"

Full Page 8.125" x 10.75"

(bleed only)

2/3 Page 4.375" 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 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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Written by the editors of ***Taste of the South***, 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.

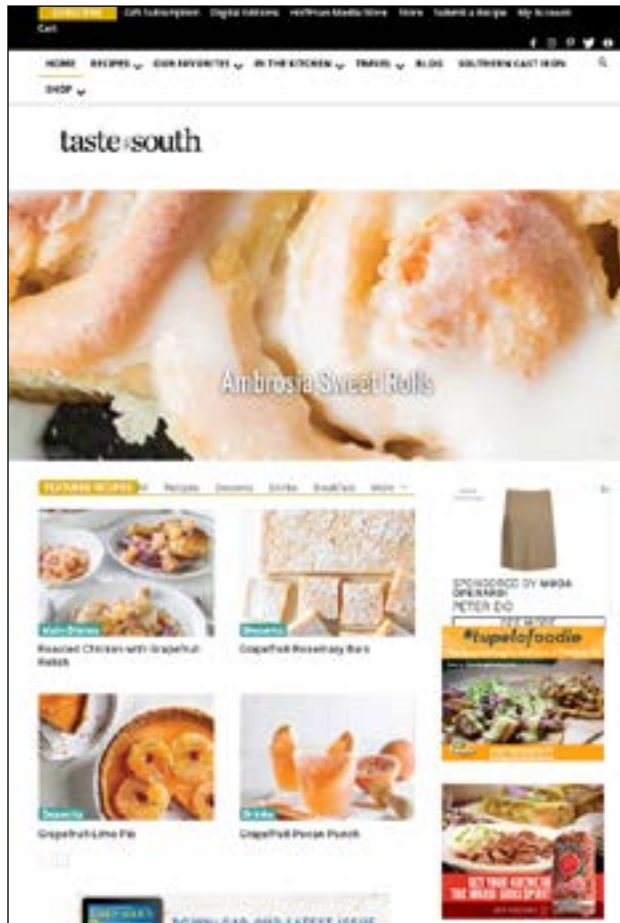
ADVERTISING PLACEMENTS

Blog Post

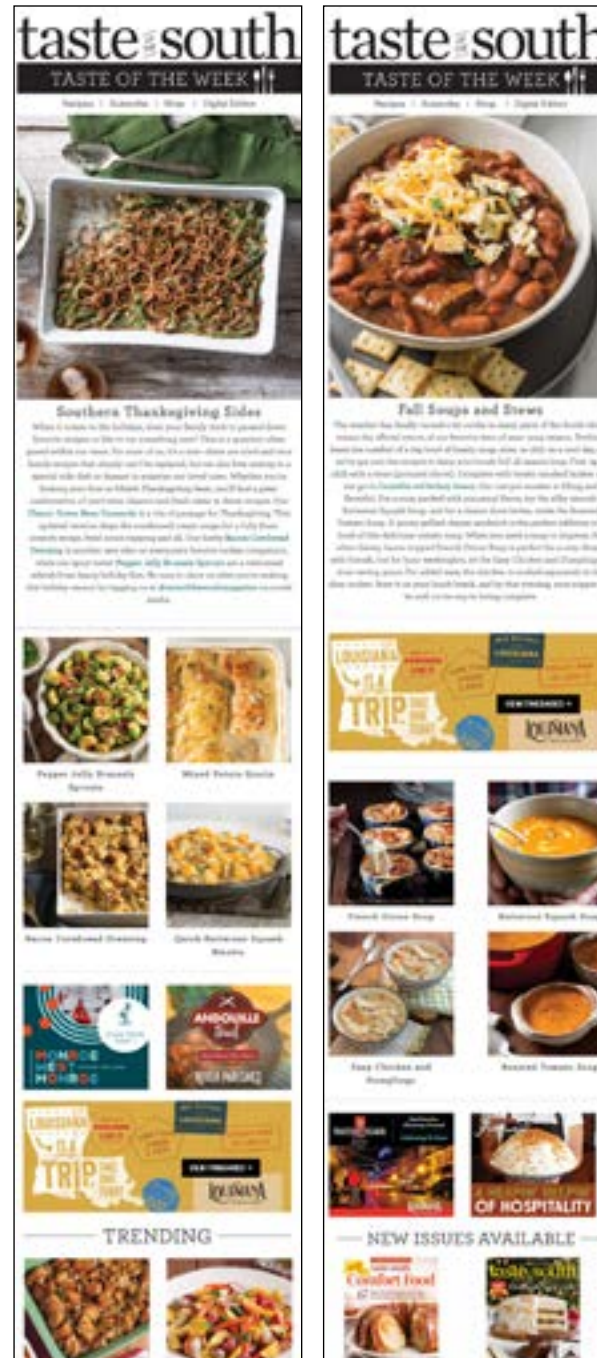
- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

E-Newsletter Ad

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



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]



[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[FACEBOOK]

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.

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The editors of *Taste of the South* 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 *Taste of the South* 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 **3.375" x 4.625"**

RATE **\$900** SIZE **6.875" x 4.625"**

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



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 **Anna Portante**, aportante@hoffmanmedia.com.

taste OF THE south

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taste OF THE south

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 capture engagement and reach

taste OF THE south

Readers are on the hunt for holiday gifts, recipes, and entertaining inspiration. Capitalize on this busy season with holiday offerings specifically geared to *Taste of the South*.

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

HOLIDAY

Gift Guide

from our Partners

The hottest gifts to give this season

Southern Gates Jewelry | *Tree of Life*

Inspired by historic wrought iron gates throughout the South, this intricately crafted silver Tree of Life pendant celebrates Southern style and tradition. An iconic symbol of strength, family, and longevity, this special sterling silver piece reminds us of massive, shady oak trees we climbed and poked under as children, making it the perfect accessory for anyone with Southern roots. Designed in historic Charleston, South Carolina, this pendant is best paired with the Rice Bead chain.

WHERE TO FIND IT: southerngatesjewelry.com/retailers



Stargazer Cast Iron | 10.5-inch Skillet

A modern spin on an American classic, this is the cast iron skillet reimagined, redesigned, and revitalized just in time for the holidays. Stargazer Cast Iron's lightweight skillet features a beautiful, satin smooth cooking surface with a flared rim for drip-free pouring. The new forked handle design even stays cool for easy, heat-free handling to and from the kitchen. Stargazer pans are available bare or seasoned and made right here in the USA.

WHERE TO FIND IT: stargazercastiron.com



Stone Mountain Pecan | *Party Pleaser Gift Tin*

Shelled and packed in small-town Monroe, Georgia, these buttery nuts are the ultimate holiday treat. This Party Pleaser Gift tin is filled to the brim with honey-roasted peanuts alongside roasted and salted cashews, pecans, pistachios, and more.

WHERE TO FIND IT: stonemountainpecan.com



Burgers' Smokehouse | *Spiral Sliced Half City Ham*

If you love a mild, moist ham with a sweet flavor and delicious smoked accent, choose Burgers' Smokehouse Spiral Sliced Half City Ham. Since the beginning, they've been skillfully curing hams with their special recipe before smoking them to a beautiful dark-brown color over a slow-burning hickory fire. A complimentary package of their signature honey ham glaze is also included. These sweet, juicy, and gently smoked hams make a delicious centerpiece for any occasion.

WHERE TO FIND IT: smokehouse.com/under-Hams



Butter Pat Industries | *Essee*

Cooks of all skill levels will love this USA-made cast-iron skillet. Embossed with the letter E for the company founder Dennis Powell's beloved grandmother, this pan is lighter and has a smoother finish than most other skillet of its kind. Featuring a sturdy helper handle, a 6-inch cooling surface, and useful pour spouts on either side, the Essee is the ideal size for cooking up everything from eggs to cobblers.

WHERE TO FIND IT: butterpatindustries.com



Spartina 449 | *Machetez Tote in Taupe*

There's no better shopping essential than this classic tote. Made of premium natural-grain leather, this bag's size and sturdiness make it a great option for toting hefty bottles of wine and fresh baguettes from the market, but its simplicity and durability mean it can be used as an everyday purse.

WHERE TO FIND IT: spartina449.com



Cane River Pecan | *Pecan Trio Assortment*

Looking for a thoughtful and delicious gift to fill those stockings? This flavorful assortment includes generous portions of roasted and salted, chocolate-covered, and praline pecans that you and your loved ones are sure to enjoy. Family-run since 1969, the Louisiana-based Cane River Pecan Company has established a broad range of Southern food specialties and gourmet pecan gifts, and these mixtures are no different. They give tasteful gifts a whole new meaning.

WHERE TO FIND IT: caneverpecan.com

The Oyster Bed | *Le Petite Pro Package*

Crafted with versatility in mind, this must-have oyster bed features six individual cooking wells, plus a helpful reservoir to gather succulent juices, cook larger pieces of food, or store garnishes and sauces. We love pairing it with this stunning serving spoon and reclaimed wood trivet for a whole package perfect for every kitchen. Exclusive offer: Enter coupon code AS1818 for 15% off your purchase.

WHERE TO FIND IT: theoysterbed.com



Ferrum Technology | *Reserve and Estate 8-inch Chef Knives*

Whether a seasoned chef or a beginner cook, you'll love these masterfully crafted 8-inch knives. Boasting sturdy handles made from gorgeous reclaimed hardwoods from Willamette Valley, Oregon, and hand-sharpened blades forged from tough American steel, these multipurpose tools can handle nearly any task from slicing and dicing to mincing and chopping. Built to reduce waste and redefine performance, these long-lasting knives are an essential for every kitchen.

WHERE TO FIND IT: ferrumtechnology.com



The Pan Handler | *Vintage and Antique Collectible Cast-Iron Cookware*

Showcasing beautifully restored cast-iron cookware that's been thoroughly cleaned, seasoned, and brought back to its original beauty, this online company sells vintage pieces from makers like Griswold, Martin, Wapak, and other treasured brands. Purchase a piece now, and rest assured it will be passed down for generations to come.

WHERE TO FIND IT: thepan-handler.com



Southern Marsh | *Highland Alpaca Blanket*

This cozy find from Southern Marsh is the latest innovation that represents the company's passion for craftsmanship and style. Made from a soft, brushed polyester and available in three colors, this blanket is our go-to for those chilly days signaling the arrival of the holiday season. What sets it apart is the proprietary treatment that gives the material a rustic, textured yet classic look. Grab one and cuddle up with a cup of coffee for the ultimate Christmas comfort.

WHERE TO FIND IT: southernmarsh.com



ADVERTISING

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

Perfect for the tween girls in your life, this new edition of Girls Life Application Study Bible includes revamped features and brand-new "Foundations for Your Faith" sections. The eight fun, full-color sections are designed to help girls learn more about the Bible and gain practical faith and relationship skills. They also focus on showing girls what it means to follow Jesus and share their faith with others. This one-of-a-kind resource seeks to empower girls to draw closer to God and establish healthy relationships with those around them.

WHERE TO FIND IT: tyndale.com/LIFE



Boys Life Application Study Bible (for ages 11-14)

A must-have resource for boys, the Boys Life Application Study Bible is filled with faith- and character-building features to help boys understand the Christian faith. The issues addressed meet them right where they are, offering wisdom and insight that applies directly to their transitioning lives. The full-color "Foundations for Your Faith" sections address a number of significant topics that are important to know and understand during their formative years.

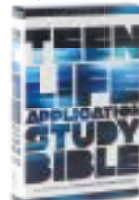
WHERE TO FIND IT: tyndale.com/LIFE



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

The Teen Life Application Study Bible is packed with material designed to meet the challenges of today's high school students. Combining traditional study Bible elements—like book introductions, textual notes, personality profiles, maps, and teen-centered, applicable features focusing on real-life issues and stories of actual teens—the Teen Life Application Study Bible offers biblical practicality to today's teen reality.

WHERE TO FIND IT: tyndale.com/LIFE



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 notes, personality profiles, and charts. This revised edition also contains a "Christian Worker's Resource" supplement to enhance ministry effectiveness. This Bible is the perfect gift for friends and family seeking to apply God's word to everyday life and is a wonderful resource to give yourself this season.

WHERE TO FIND IT: tyndale.com/LIFE

