

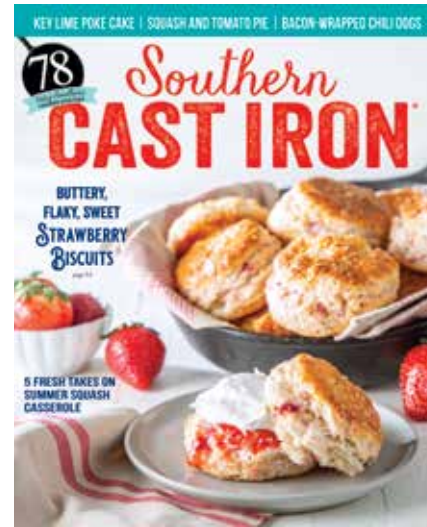
*Southern*  
**CAST IRON**  
2022 MEDIA KIT





# Southern CAST IRON

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. *Southern Cast Iron* celebrates those meals, the cooks who made them, and the makers and collectors who share our passion for this workhorse of the Southern kitchen.



## OVERVIEW

Print

**Total Distribution** 65,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 173,575

**E-Newsletter Subscribers** 6,148

Social   

**Total Following** 140,693

**Facebook** 26,076

**Instagram** 113,004

**Pinterest** 1,613





Southern  
**CAST IRON**

## AUDIENCE



[ OWN THEIR HOME ]

92.5%



[ FEMALE ]

67.6%



[ AVERAGE AGE ]

59.5 Years



[ MARRIED ]

69.4%



[ RETIRED ]

42.1%



[ AVERAGE HHI ]

\$121,300



**SOUTH 42%**

**WEST 25%**

**MIDWEST 21%**

**NORTHEAST 12%**

# Southern CAST IRON<sup>®</sup> READER STATISTICS



**99%** have taken an action as a result of reading the publication



## Loyal and Engaged

**93%** are considered regular readers (read 3 of the last 4 issues)

**91%** say it's their favorite magazine/top 3

**82%** save the magazine for future reference



## In the Kitchen

**20.2** pieces of cast iron are currently owned on average

**96%** said they were willing to pay more for quality ingredients

**58%** expert/advanced cooking skills



## Hobbies and Activities

**73%** read for pleasure

**71%** are gardening

**63%** went to farmers' market in past 12 months

**61%** are barbecuing or using a smoker

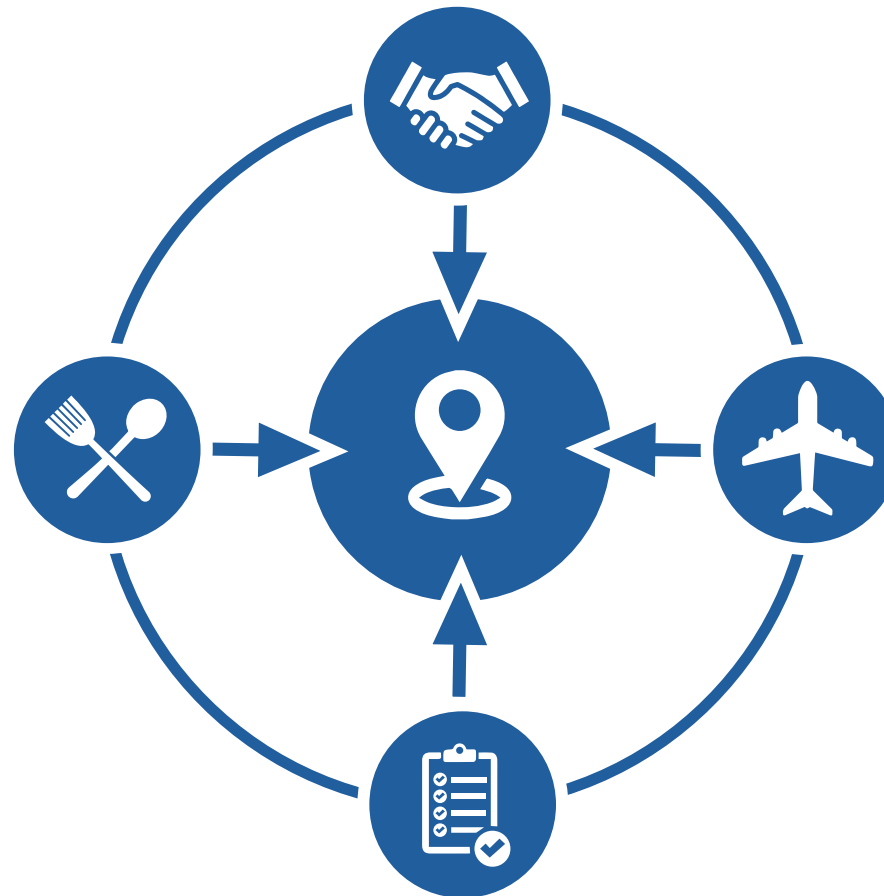


## Love to Travel

**2.9** vacations per year

**90%** stayed in a hotel

**5.7** nights away per trip





*Southern*  
**CAST IRON**

## 2022 EDITORIAL CALENDAR

Jan | Feb—Comfort Food  
**Materials Due 10/6 | On Sale 12/21**

March | April—Spring Brunch  
**Materials Due 12/10 | On Sale 2/22**

May | June—Early Summer;  
Seasonal Fruit  
**Materials Due 1/18 | On Sale 4/12**

July | Aug—Late Summer;  
Seasonal Vegetables  
**Materials Due 4/1 | On Sale 6/14**

Sept | Oct—Fall;  
Biscuits; Potlucks  
**Materials Due 6/17 | On Sale 8/30**

Nov | Dec—Holidays  
**Materials Due 8/12 | On Sale 10/25**

In addition to regular issues, *Southern Cast Iron* offers special-issue publication, including *Dutch Oven Dishes*.



From the start, *Southern Cast Iron* has been guided 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. We like to think of our recipes as old meets new: It's classic Southern cooking that inspires us, but with each turn of the page comes a bounty of fresh inspiration. 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, cooks, and bloggers who are present in the cast iron community, showcasing products that we use in our very own kitchens, sharing tips for how to shop for and care for new and vintage pieces, as well as providing stories of collectors and foundries. With the dawn of 2022, we introduced several exciting departments, one including "Unique and Antique" exploring the history and cooking capabilities of a different vintage cast-iron pan each issue. We hope you'll follow along as we scour secondhand stores and our own families' collections for fascinating vintage finds and put them to good use.

Our mission is 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!

Sincerely,

Nancy Meeks  
Editor, *Southern Cast Iron*





# 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** \$6,860

**Spread** \$5,880

**Cover 4** \$4,900

**Full Page** \$3,920

**2/3 Page** \$2,800

**1/2 Page** \$2,240

**1/3 Page** \$1,820

**1/4 Page** \$1,400

## Ad Specs

**Trim Size** 9" x 10.875"

**Full Page** 9.25" x 11.125"

(bleed only)

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

**1/2 Page (H)** 8" x 4.875"

**1/3 Page (SQ)** 5.25" x 4.875"

**1/3 Page (V)** 2.5" x 9.875"

**1/4 Page** 3.875" x 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.



Frequency pricing and custom-program proposals available upon request. All rates are net.





## ***SOUTHERN CAST IRON*** **PRODUCT MARKETPLACE**

The editors of *Southern Cast Iron* 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 Cast Iron* 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 <b>\$675</b>	SIZE <b>1/4 page</b>
RATE <b>\$1,215</b>	SIZE <b>1/2 page</b>

Extend your reach with digital and social media placements

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Discounts available with purchase of a full year

**Southern CAST IRON**

RECIPES ▾ CAST IRON CARE CAST IRON STORIES FEATURED CHEFS BLOG SHOP ▾

Home ▸ Blog ▸ Brian Hart Hoffman's Buttermilk Biscuits with White Lily Flour

**Brian Hart Hoffman's Buttermilk Biscuits with White Lily Flour**

Sponsored Content

By admin · September 17, 2020 7757

Though he was born and raised in Birmingham, Alabama, Brian is a citizen of the world whose background as a flight attendant and career in publishing have allowed him to travel the globe in search of the best baked goods. He's fallen in love with specialties from France, Portugal, England, and even Japan, but his Southern roots have given him a soft spot for good, old-fashioned Southern biscuits. Rich, buttery, and flaky, Brian's go-to Buttermilk Biscuits are an ode to the perfect Southern biscuit. White Lily flour is the not-so-

[ BLOG POST VIA HOME PAGE ]

From Tony Chachere's, Father of Southern Creole

**Bring Flavor to Your Spring Meals**

Sipping into the flavorful season with new salad dressings from Tony Chachere's Famous Creole Cuisine. Whether it's a salad on lighter fare like veggies and salads or a mainstay for hearty dishes like meat, chicken, or seafood, these delectable salad dressings can transform boring sides into spectacular meals.

With that in mind, Tony Chachere's Famous Creole Cuisine introduces its first-ever line of salad dressings. These multi-purpose dressings are the perfect complement to all the flavors found in Tony Chachere's product line. You'll love the peppercorn zing of the Pecan, the sweet and properly spicy of the Flamingo, and the herbal zest of the Basil. These dressings are so versatile they can be used on just about anything—from chicken to seafood and beyond. Whether you're dressing, tossing, or marinating, Tony Chachere's salad dressings bring endless possibilities to the table.

**LEARN MORE**

**Browse The Delicious Recipes**

[ E-NEWSLETTER AD ]

# DIGITAL MARKETING

Written by the editors of **Southern Cast Iron**, digital placements 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

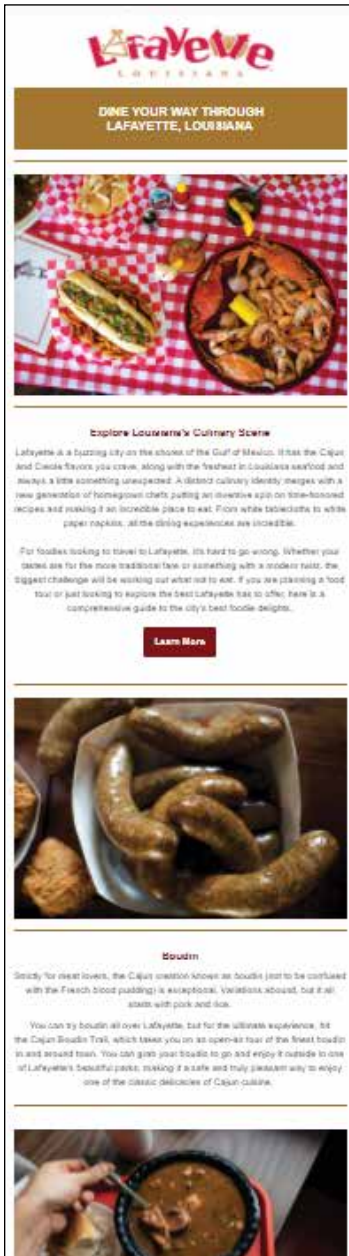
### Blog Post

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

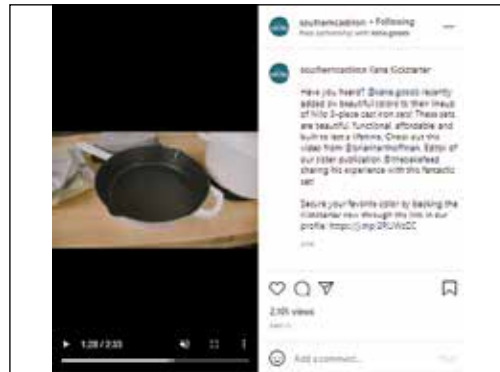
### E-Newsletter Ad

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

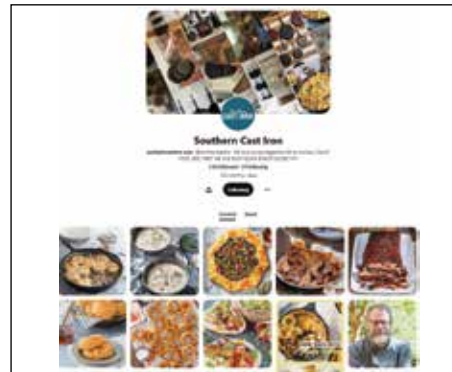




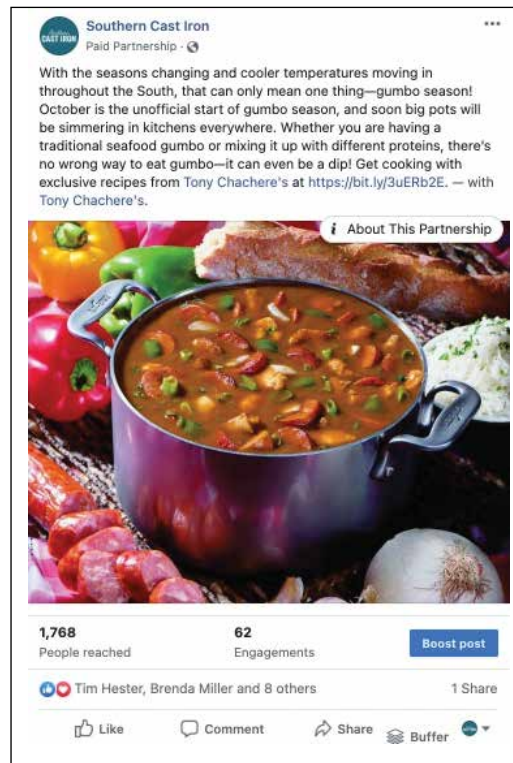
[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ PINTEREST ]



[ FACEBOOK ]

# 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

### Instagram

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

### Pinterest

- Single image, series of images, or long or short form video
- Link to advertiser website

### Additional Opportunities

- Social Media Platform Takeover
- Influencer Network Program
- Reader Sweepstakes



# STORYMAKER

Over 35 years, Hoffman Media has learned a thing or two about what works well when it comes to reaching consumers with content that keeps them engaged. With in-house test kitchens, a team of full-time stylists, experienced chefs, photographers, and creative directors, the in-house StoryMaker division allows the company to become an extension of the brand teams it works with and loves. We pride ourselves on the content we create, knowing our end reader has come to expect nothing short of excellence.

Building content is no small task, and leveraging the Hoffman Media StoryMaker team allows for a seamless, turnkey experience.

<https://www.hoffmanmedia.com/storymaker/>

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## OPPORTUNITIES

Advertorial Content  
Test Kitchen Partnerships  
Recipe Development  
Food and Prop Styling  
Photography

Videography  
Custom Book Publishing  
Co-Op Partnerships  
Catalog Development  
and Production

*Pricing and custom program proposal available upon request.*





## SUBMITTED 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 social media and digital placements should be directed to **Anna Portante**, [aportante@hoffmanmedia.com](mailto:aportante@hoffmanmedia.com).

### For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should be directed to **Lindsay Edmonds**, [ledmonds@hoffmanmedia.com](mailto:ledmonds@hoffmanmedia.com).





# ADVERTISING CONTACTS

**Mary-Evelyn Dalton, Regional Advertising Director**

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**Kathy Gross, Regional Advertising Director**

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**Lindsay Edmonds, Marketing Manager**

ledmonds@hoffmanmedia.com | 205.262.2116





# INFLUENCER PROGRAMS

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 that captures engagement and reach

# HOLIDAY



## Gift Guide

from our Partners

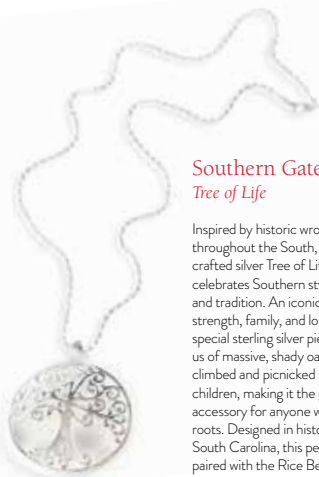
The hottest gifts to give this season



### 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](http://stonemountainpecan.com)



### 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 picnicked 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](http://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](http://stargazercastiron.com)



## HOLIDAY OPPORTUNITIES

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 cooking classes
- Social sweepstakes and gift giveaways
- Q4 digital bundles, including editorial e-newsletter ads and social posts