



Southern  
home  
2022 MEDIA KIT

hm  
hoffmanmedia



**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.



## OVERVIEW

Print

**Total Distribution** 70,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 60,938

**E-Newsletter Subscribers** 5,571

Social   

**Total Following** 214,722

**Facebook** 7,146

**Instagram** 231,575

**Pinterest** 3,001



Sources - Print: Publisher's 2021 Statement of Ownership; Digital and Social: Google Analytics, as of September 2021.



## AUDIENCE



[ OWN THEIR HOME ]

94.3%



[ FEMALE ]

89.7%



[ AVERAGE AGE ]

61 Years



[ MARRIED ]

66.7%



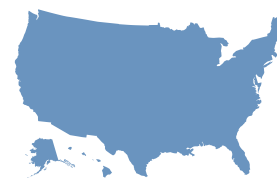
[ RETIRED ]

65.3%



[ AVERAGE HHI ]

\$218,500



**SOUTH 51%**

**WEST 19%**

**MIDWEST 21%**

**NORTHEAST 9%**



**93%** have taken an action as a result of reading the publication



### Loyal and Engaged

**98%** gain inspiration from magazines when decorating or remodeling

**83%** save the magazine for future reference

**41%** visited an advertiser's website

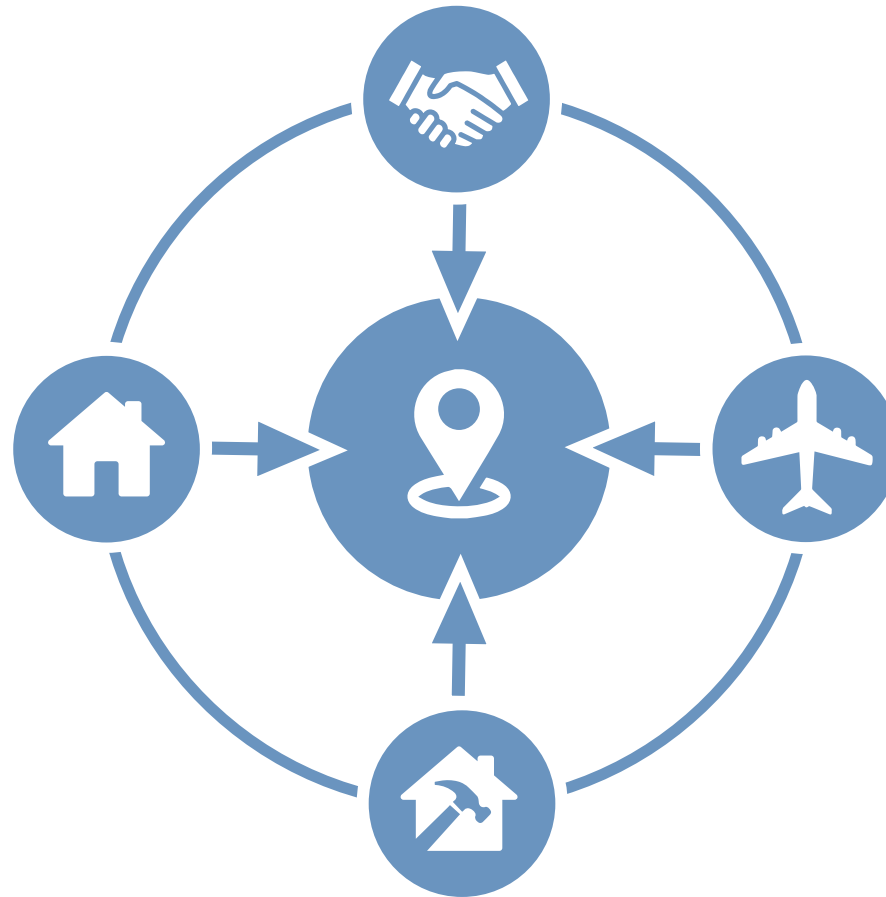


### In the Home

**85%** decorated their home in the past 12 months

**85%** are willing to pay more for quality products

**41%** have hired an interior designer



### Plan to Remodel

**31%** plan to spend \$20,000 or more on next home remodel

- **39%** Bedroom
- **32%** Window treatments/wall coverings
- **28%** Kitchen
- **27%** Flooring



### Love to Travel

**3.3** vacations per year

**90%** stayed in a hotel

**6.2** nights away per trip



Southern  
home

## 2022 EDITORIAL CALENDAR

March | April—Color Issue  
**Materials Due 12/9 | On Sale 2/22**

May | June—Outdoor Issue  
**Materials Due 1/14 | On Sale 3/29**

July | Aug—Second Home Issue  
**Materials Due 3/31 | On Sale 6/14**

Sept | Oct—Fall Issue  
**Materials Due 6/10 | On Sale 8/23**

Nov | Dec—Holiday Issue  
**Materials Due 8/11 | On Sale 10/25**

Jan | Feb—Before & After Issue  
**Materials Due 10/6 | On Sale 12/20**



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 2022, and *Southern Home* looks forward to introducing you to its readers.



Lynn Lee Terry, Editor



# 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** \$6,860

**Spread** \$5,880

**Cover 4** \$4,900

**Full Page** \$3,920

## Ad Specs

**Trim Size** 9" 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.

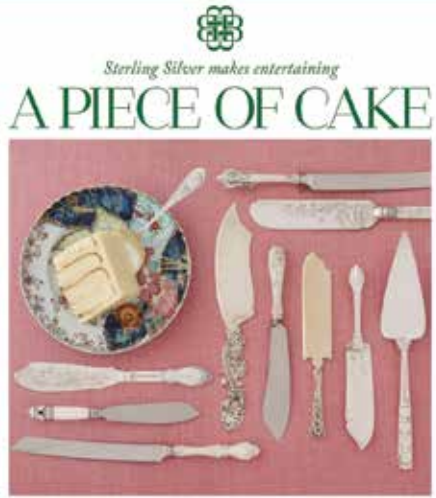
## Business Reply Card, Polybag, and Inserts

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



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

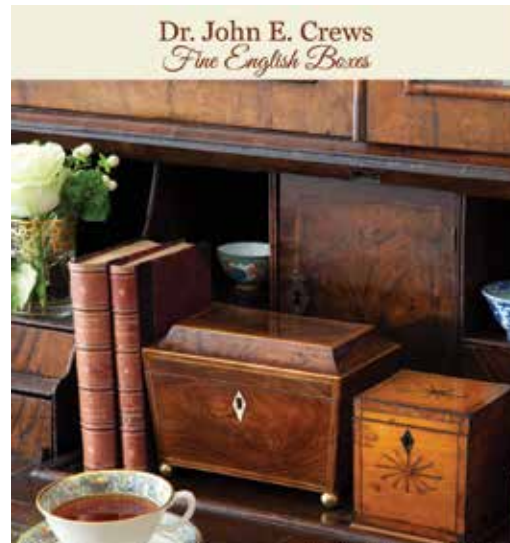
## Irresistible Accents for your home



Sterling Silver makes entertaining  
**A PIECE OF CAKE**

**BEVERLY BREMER  
SILVER SHOP**  
Est. 1955

TEL: 800.279.4009 • BEVERLYBREMER.COM  
3164 PEACHTREE ROAD ATLANTA, GA 30305



Dr. John E. Crews  
*Fine English Boxes*

Scott Antique Market  
Booth 652 - Atlanta, GA  
drjohncrewsantiques.com  
johncrews@bellsouth.net | 678-697-6070

## IRRESISTIBLE ACCENTS

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



**BOXWOODS**  
Garden | Gift | Home  
100 East Andrews Drive  
Atlanta, GA 30305  
boxwoodsonline.com | 404-233-3400



ATLANTA | DALLAS | JANUARY 2020  
AIDAN GRAY SHOWROOM

888.273.4229  
WWW.AIDANGRAYHOME.COM/KI | @KEATONINDUSTRIES



[ BLOG POST VIA HOME PAGE ]

### Designer Q&A: Marie Flanigan

With architectural training, more than a decade leading her namesake interiors firm, and an active home life that includes three young children, this Houston designer brings all her experiences to the table to create houses that are not only elegant but also eminently livable.

[SEE THE POST >](#)

CASTELLE  
by BILTMORE

LUXURY OUTDOOR FURNITURE

SHOP THIS MONTH'S  
*Best Sellers*

USE COUPON CODE  
**JUNE** FOR FREE SHIPPING  
ON ORDERS OVER \$35!

**SHOP JUNE FAVORITES >**

May/June 2021  
\$12.99

July/August 2021  
\$12.99

[ E-NEWSLETTER AD ]

# DIGITAL MARKETING

Written by the editors of ***Southern Home***, 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.

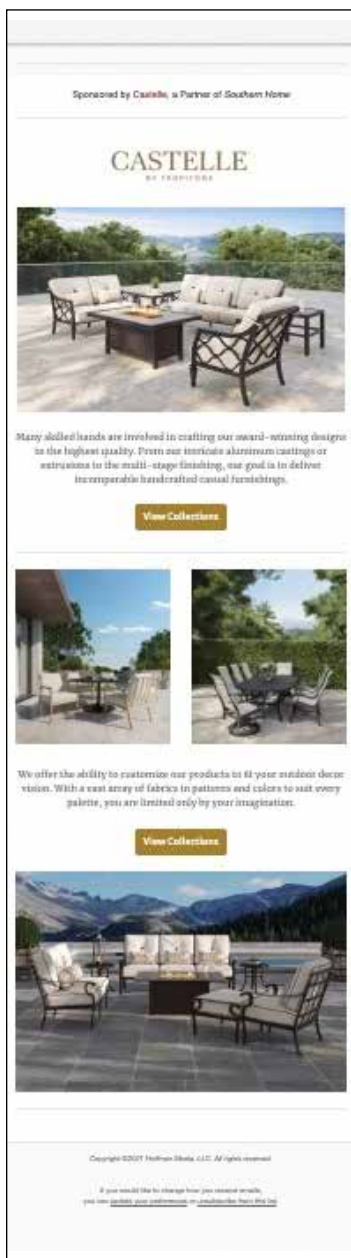
## ADVERTISING PLACEMENTS

### Blog Post

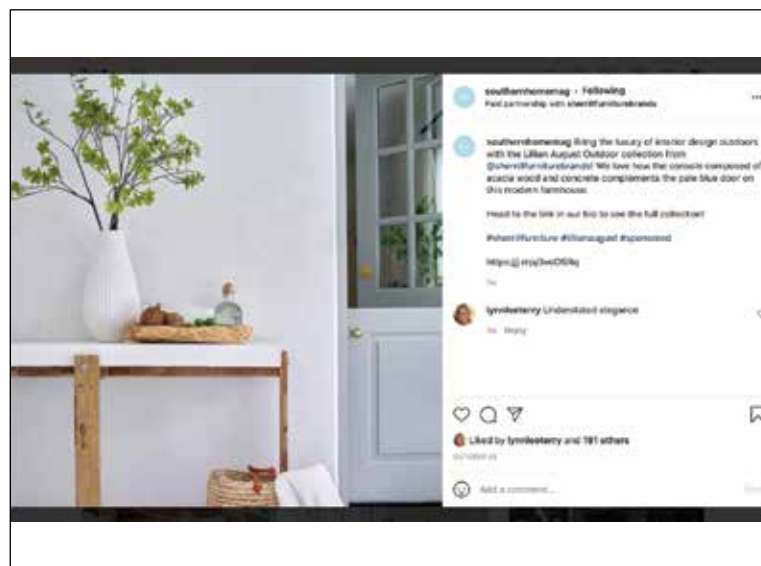
- Advertiser logo
- 3+ images
- Links to advertiser website
- 300–500 words
- Option to embed video

### E-Newsletter Ad

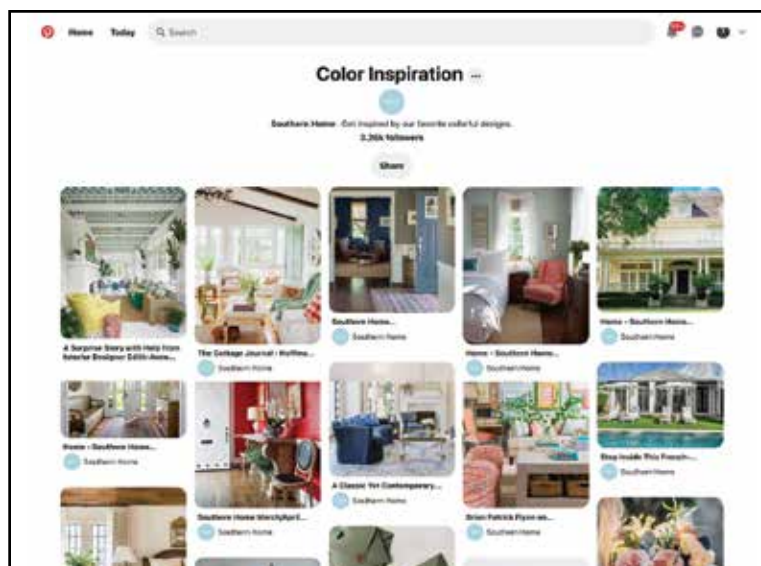
- 300x250 px ad
- Link to advertiser website
- GIF or JPEG accepted



[ SPONSORED E-NEWSLETTER ]



[ INSTAGRAM ]



[ PINTEREST ]

# 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  
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

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# 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 projects that inspire their community
- 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