



Southern Lady

2022 MEDIA KIT

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.



OVERVIEW

Print

Total Distribution 140,000

Frequency 7x

Digital

Average Monthly Page Views 214,799

E-Newsletter Subscribers 40,889

Social   

Total Following 345,222

Facebook 50,430

Instagram 262,900

Pinterest 31,892





AUDIENCE



[OWN THEIR HOME]

94.2%



[FEMALE]

99.2%



[AVERAGE AGE]

62.5 Years



[MARRIED]

89.5%



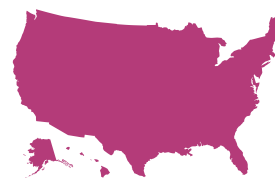
[RETIRED]

70%



[AVERAGE HHI]

\$168,700



SOUTH 73%

WEST 3%

MIDWEST 12%

NORTHEAST 8%

SouthernLady READER STATISTICS



96% have taken an action as a result of reading the publication



Loyal and Engaged

95% are considered regular readers (read 3 of the last 4 issues)

79% save the magazine for future reference

77% cut out or used a recipe

50% used featured tabletop ideas



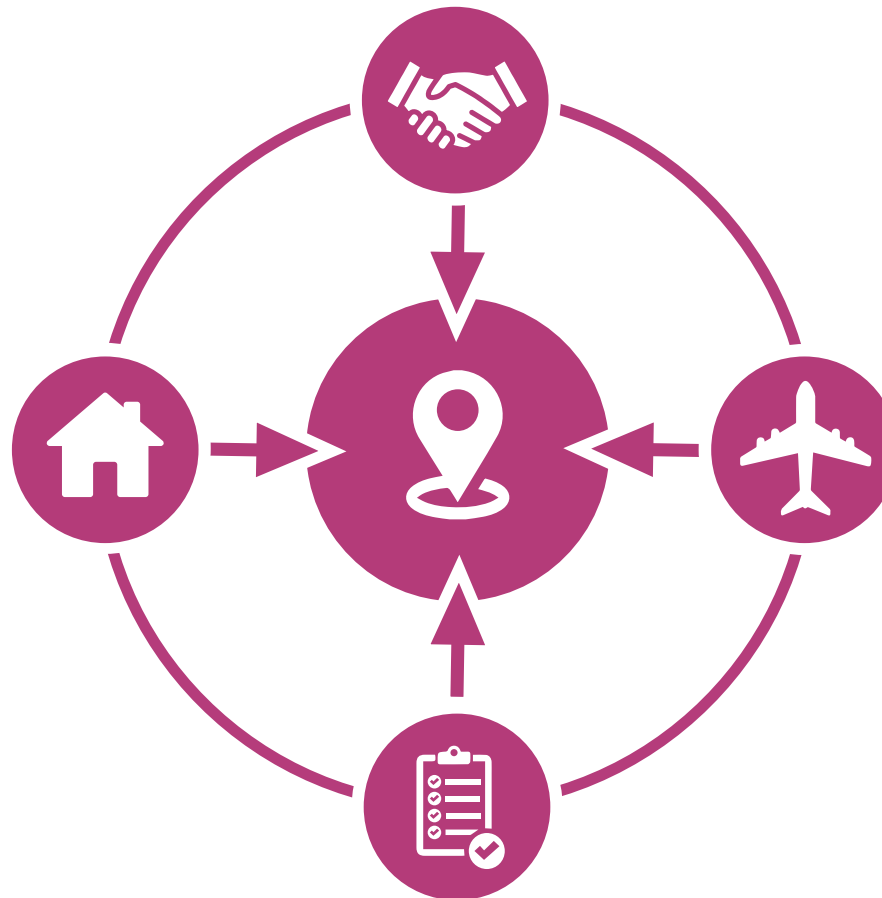
In the Home

97% are willing to pay more for quality ingredients

94% gain inspiration from magazines when decorating or remodeling

74% decorated their home in the past 12 months

67% prefer antiques



Hobbies and Activities

83.9% are baking

75% are gardening

81% read for pleasure

69% purchased jewelry

63% are shopping

63% are enjoying outdoor activities



Love to Travel

3 vacations per year

86% vacationed with a spouse or partner

83% stayed in a hotel

6.1 nights away per trip



2022 EDITORIAL CALENDAR

March | April—Entertaining
Materials Due 11/18 | On Sale 2/8

May | June—Gardens &
Outdoor Living
Materials Due 1/24 | On Sale 4/5

July | Aug—Best of Summer
Materials Due 3/25 | On Sale 6/7

Sept—Welcome Fall
Materials Due 5/10 | On Sale 7/19

Oct—Best of Autumn
Materials Due 6/28 | On Sale 9/6

Nov | Dec—Holiday
Materials Due 7/26 | On Sale 10/4

Jan | Feb 2023
Entrepreneurs
Materials Due 10/4 | On Sale 12/13

In addition to regular issues, *Southern Lady* offers special-issue publications, including *Southern Style Decorating*, *Southern Cottages*, *Southern Tablesettings*, and *Holidays at Home*.

Southern Lady



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 and places around the region; Entertaining Touches, a collection of simple and festive tabletop ideas; Pretty Things, hand-selected products to help you make the most of the season; and our Keepsakes column, featuring 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*



PRINT MARKETING

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 \$13,440

Spread \$11,200

Cover 4 \$8,800

Full Page \$6,400

2/3 Page \$5,120

1/2 Page \$4,160

1/3 Page \$3,200

1/4 Page \$2,480

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.





MARKETPLACE

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

Beat the Summer Heat with a Creole Treat from Tony Chachere's®

Sponsored Content in Partnership with Tony Chachere's®

over 15 min



Infuse your summer menus with Creole Flair. Whether you are firing up the grill, tossing a salad, or mixing up your favorite cocktail, add some Creole flavor with Tony Chachere's®. Sample Creole Dishes, try pampering selections like Tony Chachere's® seasoned Creole Chicken Katobas (skewers), Cajun Butter and Creole Gravy, Cajun Garlic Shrimp and Green Beans, Grilled Gumbo, Shrimp and Sausage, and Cajun Pasta Salad. Who would have thought? Creole seasoning would also work in a cocktail! Try the Chachere's® Seasoning and see for yourself! No matter what recipe you try, you are sure to discover a delightful summer creation.

Creole Chicken Katobas

Serves: 10 (skewers) - Cook Time: 10 minutes - Serves: 10

Ingredients

- 1 1/2 pounds chicken, boneless chicken thighs, cut into 1 1/2 inch pieces
- 2 tablespoons olive oil
- 4 tablespoons Tony Chachere's Original Creole Seasoning
- 6 skewer sticks (soak)
- 2 tomatoes, peeled and sliced
- 4 green bell peppers, sliced and sliced
- 2 tablespoons onions, sliced
- 2 tablespoons red wine
- 1 teaspoon Creole seasoning

Instructions

1. Heat 2 tablespoons of oil in a large skillet over medium heat.
2. Add chicken to skillet and cook for 10 minutes.
3. In a bowl, add together olive oil and Tony Chachere's Original Creole Seasoning, add chicken and toss to coat.
4. Thread chicken onto skewers and grill for 10 minutes.
5. Grill chicken, turning every 1-2 minutes until cooked through, about 10-15 minutes. Remove from grill and let rest for 5 minutes.
6. To make the sauce, add remaining ingredients into a bowl and toss with olive oil and Creole seasoning. Transfer to a serving platter and place chicken katobas on top. Sprinkle chopped onion on top. Serve immediately and enjoy!

In partnership with Smithfield Specialty Foods



Discover The Original Ham Shop at Smithfield Specialty Foods

Experience tells us you can't rush flavor, which is why our partner has been curing hams in the Smithfield tradition since 1936, developing state-of-the-art techniques to create a breed of pork that combines yesterday's goodness with today's tastes. Smithfield Specialty Foods continues to support the heritage of American farmers by breeding and raising their hogs in the U.S. Whether entertaining or shopping for a thoughtful gift, these world-famous hams are perfect for fall and holiday gatherings. Enjoy 25 percent off all Country Style Hams with the **exclusive promo code** **SLADY25** through November 30, 2021.

DIGITAL MARKETING

Written by the editors of ***Southern Lady***, 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

[BLOG POST VIA HOME PAGE]

[E-NEWSLETTER AD]

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



Explore Central Savannah
Savannah is a beautiful city with a rich history. Explore the historic district and enjoy the views from the balcony. The balcony is a great place to relax and enjoy the view.

PLAN YOUR TRIP TODAY



Discover Savannah
Savannah is a beautiful city with a rich history. Explore the historic district and enjoy the views from the balcony. The balcony is a great place to relax and enjoy the view.



Must-See in Savannah
Savannah is a beautiful city with a rich history. Explore the historic district and enjoy the views from the balcony. The balcony is a great place to relax and enjoy the view.

[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[PINTEREST]



Southern Lady Magazine
Paid Partnership
At Branches (Branches Hilton Head SC), designers and sisters Sarah Perry and Lauren McAvoy create luxurious artificial holiday embellishments. From festive garlands and wreaths to centerpieces and "faux real" custom décor, Branches makes holiday decorating fun and easy. Shop now: <https://bit.ly/3oflagM>
#brancheshh #branchesdesigns #itsfauxreal
— with Branches Hilton Head SC

[FACEBOOK]

We accept third-party impression and click tracking pixels on digital placements. Sponsorship verbiage included in compliance with the Federal Trade Commission.



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/>

OPPORTUNITIES

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

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



SUBMITTED 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 social media and digital placements should be directed to **Anna Portante**, aportante@hoffmanmedia.com.

For submitting StoryMaker materials:

Materials for StoryMaker materials and production schedules should be directed to **Lindsay Edmonds**, ledmonds@hoffmanmedia.com.



ADVERTISING CONTACTS

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EVENTS

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.



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.

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

Cane River Pecan Company New Orleans Streetcar Sampler

Featuring Praline Pecans, Creamy Pralines, and Chewy Pralines, this special edition gift tin is sure to make your holidays sweet. In 1969, the Regard family began working on their pecan farm along the Cane River, and in 1985, they founded the Cane River Pecan Company to sell their pecans straight from the orchard. Today, the family-owned company offers a variety of Southern food specialties and gourmet pecan gifts, including this Streetcar Sampler, a tasty tribute to New Orleans and the pecan praline.

WHERE TO FIND IT: caneriverpecan.com



GRIZZLY 12" Skillet

No Southern kitchen is complete without a piece of cast-iron cookware. This 12-inch cast-iron skillet is coated in nickel, which means it's easy to clean, rust-resistant, and never needs to be seasoned. Each unique piece is thoughtfully designed and crafted in America, and offers versatility for all of your cooking adventures, from the kitchen to the grill. This low-maintenance, high-quality skillet is the gift that keeps on giving and is sure to become a family heirloom in no time.

WHERE TO FIND IT: grizzlycookware.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 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 cooking classes
- Social sweepstakes and gift giveaways
- Q4 digital bundles, including editorial e-newsletter ads and social posts