

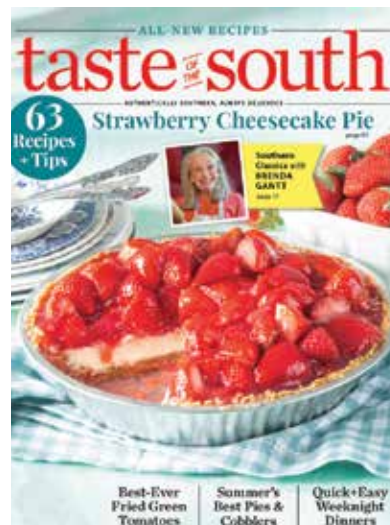


taste OF THE south

2022 MEDIA KIT

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.



OVERVIEW

Print

Total Distribution 100,000

Frequency 7x

Digital

Average Monthly Page Views 294,403

E-Newsletter Subscribers 51,695

Social   

Total Following 554,062

Facebook 313,133

Instagram 218,890

Pinterest 22,039



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



AUDIENCE



[OWN THEIR HOME]

94.6%



[FEMALE]

93.8%



[AVERAGE AGE]

60.9 Years



[MARRIED]

67.9%



[RETIRED]

66.1%



[AVERAGE HHI]

\$122,400



SOUTH 57%

WEST 12%

MIDWEST 19%

NORTHEAST 12%

taste OF THE south **READER STATISTICS**



97% have taken an action as a result of reading the publication



Loyal and Engaged

94% are considered regular readers

88% say it's their favorite magazine/top 3

85% cut out or used a recipe

69% save the magazine for future reference



In the Kitchen

90% said they were willing to pay more for quality ingredients

54% expert/advanced cooking skills

53% cook with cast iron

91% own a slow cooker, 56% own an air fryer, 34% own an electric pressure cooker, 34% own a smoker



Hobbies and Activities

81% are baking

68% read for pleasure

60% are gardening

53% went to a farmers' market in past 12 months

40% are barbecuing or using a smoker



Love to Travel

2.4 vacations per year

73% stayed in a hotel

6.4 nights away per trip



2022 EDITORIAL CALENDAR

March | April—Celebration
Sweets

Materials Due 11/19 | On Sale 2/8

May | June—Potluck Favorites

Materials Due 1/24 | On Sale 4/5

July | Aug—The Taste 50 Issue

Materials Due 3/28 | On Sale 6/7

Sept—Easy Fall Casseroles

Materials Due 5/16 | On Sale 7/26

Oct—Fall Comfort

Materials Due 6/29 | On Sale 9/6

Nov | Dec—Southern Holiday

Materials Due 8/10 | On Sale 10/18

Jan | Feb 2023

20th Anniversary Issue

Materials Due 9/26 | On Sale 12/6

In addition to regular issues, *Taste of the South* offers special-issue publications, including *Good Country Cooking*, *Southern Cakes*, *Best Southern Recipes*, *Fall Baking*, *Holiday Baking*, *Christmas Cookbook*, and *Southern Potluck*.

taste OF THE south



Our mission here at *Taste of the South* is to bring classic Southern foods and flavors to the modern supper table. Through our recipes and editorial content, we hope to inspire people to share meals and food-centered experiences 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 2022, we're staying true to tradition while also exploring what the future of Southern food holds. Our winter and spring issues focus heavily on comfort foods, mastering Southern basics, and celebration desserts. We enter the summer months with two issues packed with recipes that celebrate an abundant harvest. The much-anticipated Taste 50 awards return in our July/August issue, where we feature the products, people, and trends that are making the South such a great place to eat. Throughout the fall and into the winter, we return to classic heartwarming staples along with a mix of comforting and showstopping holiday desserts.

Last year, we introduced many of our readers to Brenda Gantt, a lifelong educator and enthusiastic home entertainer from Andalusia, Alabama. During the pandemic, Brenda started airing broadcasts of herself cooking Southern staples on Facebook in 2020, and her mix of heartfelt stories and down-home recipes had reached an audience of over a million people. Just six months after the introduction of her column, *Taste of the South* readers have responded in a big way. Brenda's stories and recipes have resonated with the readership, and Brenda's enthusiastic mentions of *Taste of the South* on Facebook (where her following has doubled to more than two million) have helped drive newsstand sales and subscriptions.

In each issue, you'll find our tried-and-true departments like Cast Iron Favorites, At the Table, and Cooking Class. 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 local favorites around Arkansas, dig into Florida's Caribbean influence, or stuff ourselves at Chef John Folse's Fête des Bouchers outside Baton Rouge, Louisiana.

This is just a teaser of what 2022 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 us on the journey ahead.

Daniel

Editor, *Taste of the South*



PRINT MARKETING

Taste of the South invites readers to slow down, unplug, and escape to the South 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 \$10,920

Spread \$9,100

Cover 4 \$7,150

Full Page \$5,200

2/3 Page \$4,160

1/2 Page \$3,380

1/3 Page \$2,600

1/4 Page \$2,015

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.

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"



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



MARKETPLACE

The editors of *Taste of the South* 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 *Taste of the South* enthusiasts. This special section provides higher impact to our product partners.

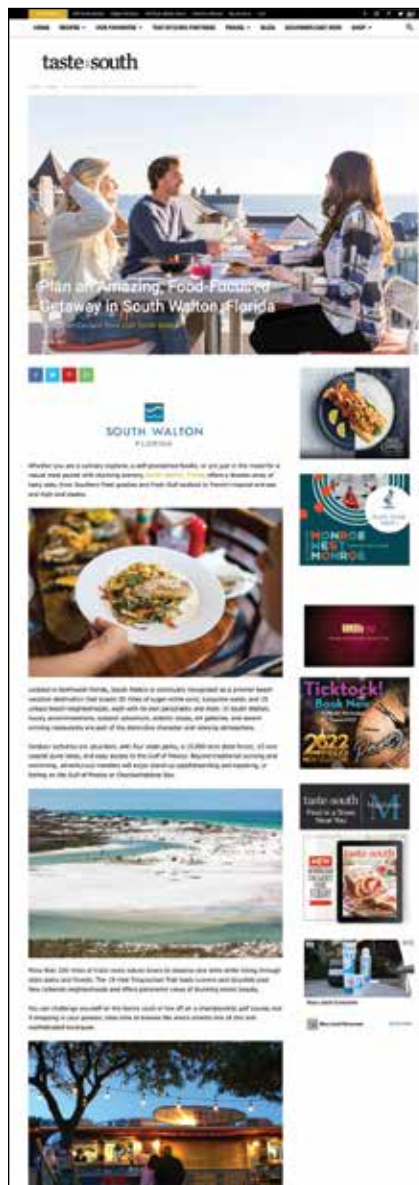
Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

RATE **\$500** SIZE **3.375" x 4.625"**

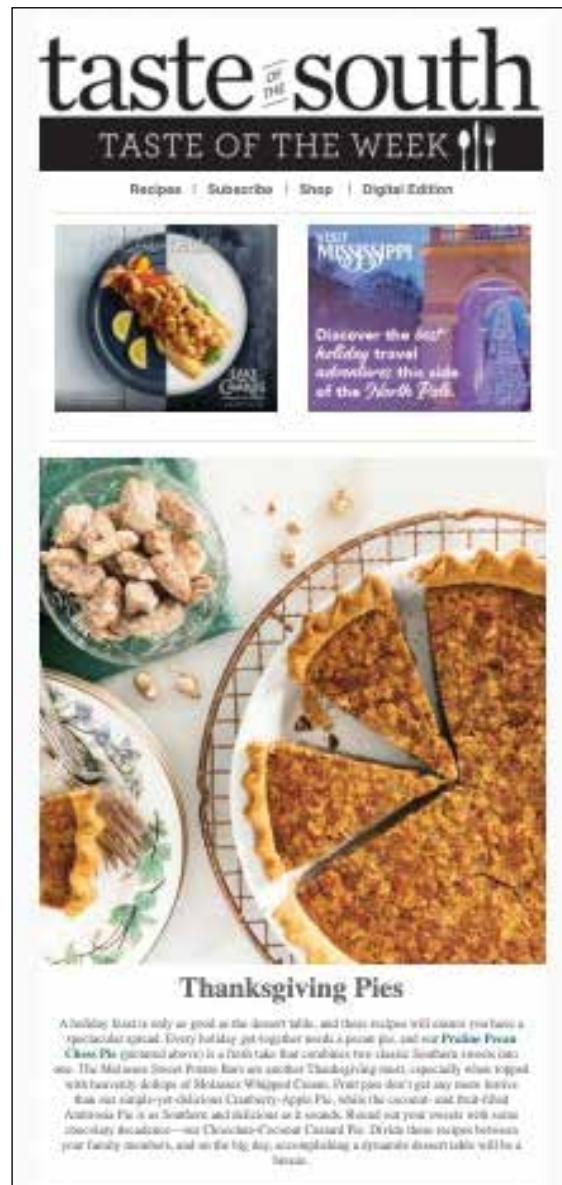
RATE **\$900** SIZE **6.875" x 4.625"**

Extend your reach with digital and social media placements

Discounts available with purchase of a full year



[BLOG POST VIA HOME PAGE]



[E-NEWSLETTER AD]

DIGITAL MARKETING

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, 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

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

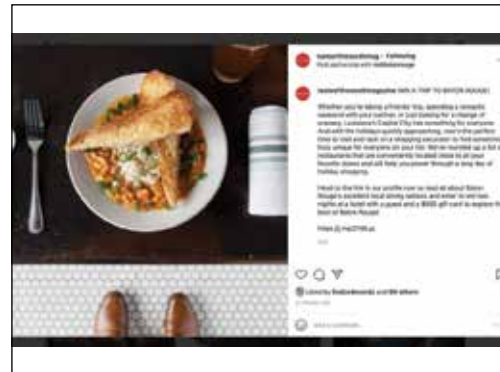
- Single image, series of images, or long or short form video
- Link to advertiser website

Additional Opportunities

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



[SPONSORED E-NEWSLETTER]



[INSTAGRAM]



[PINTEREST]



[FACEBOOK]



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

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**, klewis@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.



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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.

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



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

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



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