



Southern  
home  
2023 MEDIA KIT

 **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** 75,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 70,556

**E-Newsletter Subscribers** 14,812

**Average Email Open Rate** 58.05%

Social   

**Total Following** 259,912

**Facebook** 8,025

**Instagram** 245,586

**Pinterest** 6,301



Sources - Print: Publisher's 2022 Statement of Ownership; Digital and Social: Google Analytics, as of September 2022.



## AUDIENCE



[ OWN THEIR HOME ]

94.3%



[ FEMALE ]

89.7%



[ AVERAGE AGE ]

61 Years



[ MARRIED ]

66.7%



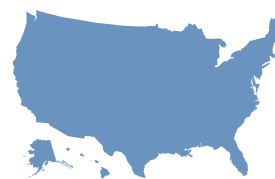
[ RETIRED ]

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

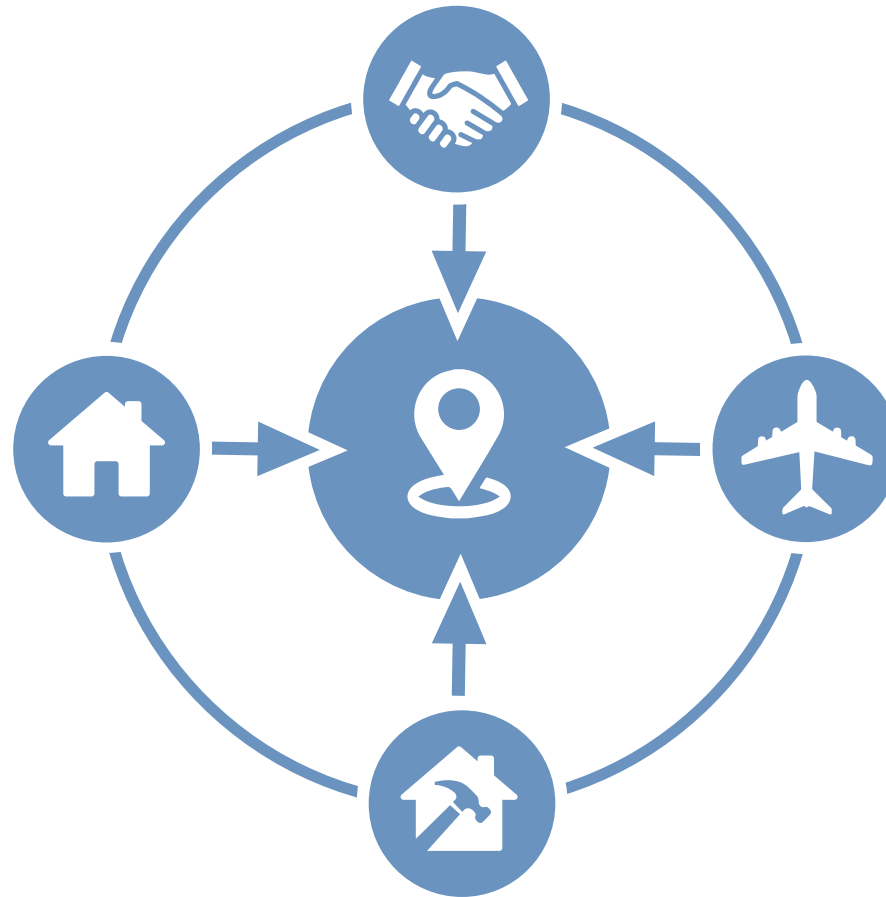


### In the Home

**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



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## 2023 EDITORIAL CALENDAR

March | April—Color Issue

**Materials Due 12/15 | On Sale 2/28**

May | June—Outdoor Issue

**Materials Due 2/7 | On Sale 4/11**

July | Aug—Second Home Issue

**Materials Due 4/10 | On Sale 6/13**

Sept | Oct—Fall Issue

**Materials Due 6/7 | On Sale 8/8**

Nov | Dec—Holiday Issue

**Materials Due 8/2 | On Sale 10/3**

Jan | Feb—Before & After Issue

**Materials Due 10/17 | On Sale 12/19**



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 world of design and architecture.

We have amazing things in store for 2023, and *Southern Home* looks forward to introducing you to its readers.

Lynn Lee Terry, Editor





# PRINT ADVERTISING

***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** \$7,203

**Spread** \$6,174

**Cover 4** \$5,145

**Full Page** \$4,116

## 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*



**DR. JOHN E. CREWS**  
*Fine English Boxes*



Available at [drjohncrewsantiques.com](http://drjohncrewsantiques.com)

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[johncrews@bellsouth.net](mailto:johncrews@bellsouth.net) | 678-697-6070



**TEMPAPER®**  
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[tempaper.com](http://tempaper.com)



## 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.

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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 **\$525**      SIZE **1/4 page**

RATE **\$945**      SIZE **1/2 page**

Extend your reach with digital and social media placements.

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Discounts available with purchase of a full year.



# DIGITAL ADVERTISING

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

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## ADVERTISING PLACEMENTS

### Web 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

## 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

For information on special digital projects, please contact [advertising@hoffmanmedia.com](mailto:advertising@hoffmanmedia.com).

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







# STORYMAKER

Throughout the past 40 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
Book Publishing	Videography
Test Kitchen Partnerships	Events
Recipe Development	Co-Op Partnerships
Food and Prop Styling	Catalog Development

*Pricing and custom program proposals available upon request.*



## SUBMITTED ARTWORK

### For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Jacob Carey**, [jcarey@hoffmanmedia.com](mailto:jcarey@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 more information about advertising or custom content projects with *Southern Home* or [southernhome.com](http://southernhome.com), please contact:**

Phone: 888-411-8995

Email: [advertising@hoffmanmedia.com](mailto:advertising@hoffmanmedia.com)