



Southern Lady

2023 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 130,000

Frequency 7x

Digital

Average Monthly Page Views 116,025

E-Newsletter Subscribers 49,782

Average Email Open Rate 46.40%

Social   

Total Following 361,006

Facebook 52,711

Instagram 273,015

Pinterest 35,280



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



AUDIENCE



[OWN THEIR HOME]

94.2%



[FEMALE]

99.2%



[AVERAGE AGE]

62.5 Years



[MARRIED]

89.5%



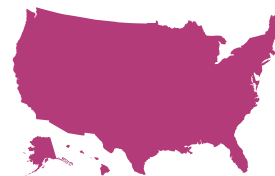
[RETIRED]

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



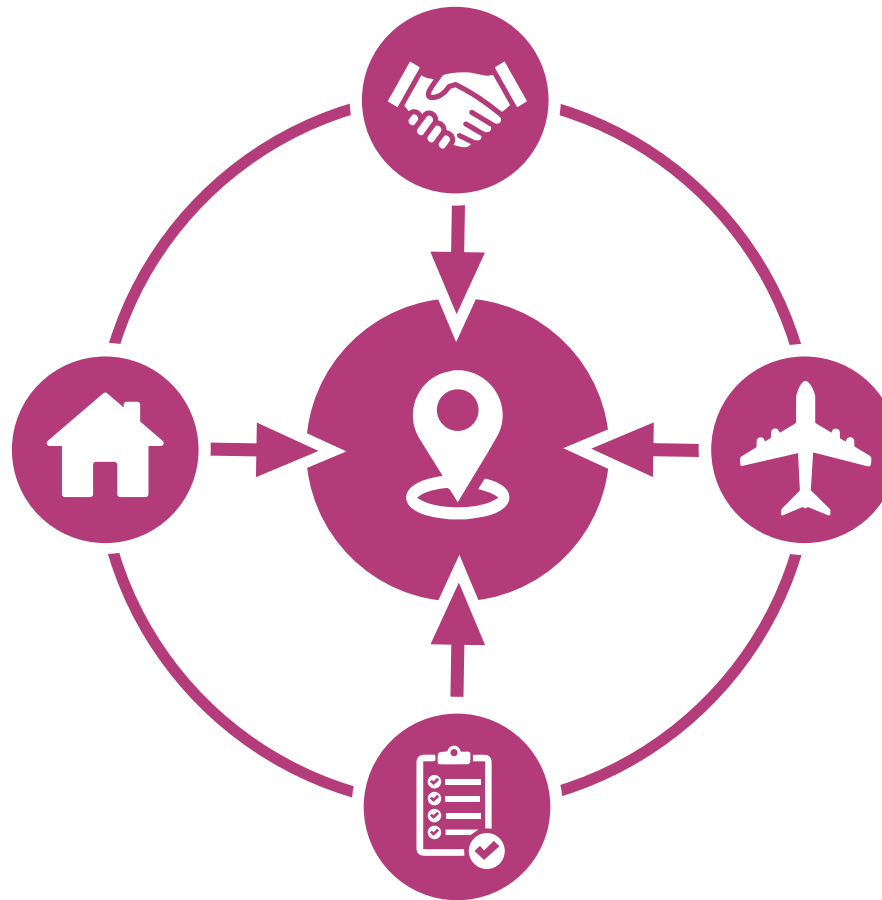
In the Home

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



2023 EDITORIAL CALENDAR

March | April—Entertaining
Materials Due 11/14 | On Sale 2/7

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

July | Aug—Best of Summer
Materials Due 3/30 | On Sale 6/27

Sept—Welcome Fall
Materials Due 5/17 | On Sale 7/18

Oct—Best of Fall
Materials Due 7/5 | On Sale 9/5

Nov | Dec—Holidays
Materials Due 8/3 | On Sale 10/3

Jan | Feb 2024
Entrepreneurs
Materials Due 10/12 | On Sale 12/12

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 the November/December issue.

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 ADVERTISING

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 \$14,112

Spread \$11,760

Cover 4 \$9,240

Full Page \$6,720

2/3 Page \$5,376

1/2 Page \$4,368

1/3 Page \$3,360

1/4 Page \$2,604

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 \$709	SIZE 1/4 page
RATE \$1,276	SIZE 1/2 page

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

DIGITAL ADVERTISING

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

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

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.

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/>

OPPORTUNITIES

Advertorial Content	Photography
Book Publishing	Videography
Test Kitchen Partnerships	Events
Recipe Development	Co-Op Partnerships
Food and Prop Styling	Catalog Development



SUBMITTED ARTWORK

For submitting Print Advertising:

For print ad creative 10MB or less, send directly to **Jacob Carey**, 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.

For more information about advertising or custom content projects with *Southern Lady* or southernlady.com, please contact:

Phone: 888-411-8995

Email: advertising@hoffmanmedia.com