



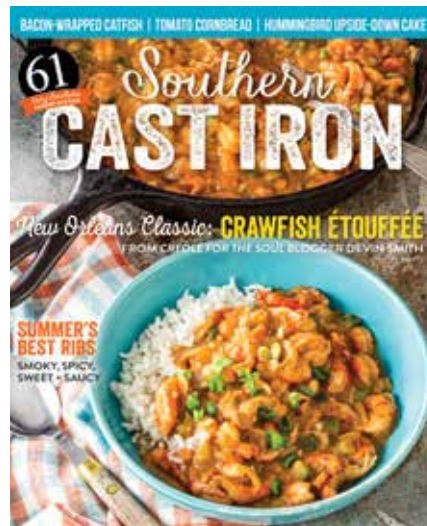
*Southern*  
**CAST IRON**  
2023 MEDIA KIT

 **hoffmanmedia**



# Southern CAST IRON

Passed down from generation to generation, cast iron is a treasure beyond worth. An heirloom skillet bears the memories of a thousand meals and experiences, seasoned into its storied surface layer by layer. *Southern Cast Iron* celebrates those meals, the cooks who made them, and the makers and collectors who share our passion for this workhorse of the Southern kitchen.



## OVERVIEW

Print

**Total Distribution** 65,000

**Frequency** 6x

Digital

**Average Monthly Page Views** 159,308

**E-Newsletter Subscribers** 9,989

**Average Email Open Rate** 50.30%

Social   

**Total Following** 145,174

**Facebook** 26,347

**Instagram** 117,070

**Pinterest** 1,757



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



Southern  
**CAST IRON**



## AUDIENCE



[ OWN THEIR HOME ]

92.5%



[ FEMALE ]

67.6%



[ AVERAGE AGE ]

59.5 Years



[ MARRIED ]

69.4%



[ RETIRED ]

42.1%



[ AVERAGE HHI ]

\$121,300



**SOUTH 42%**

**WEST 25%**

**MIDWEST 21%**

**NORTHEAST 12%**

# Southern CAST IRON<sup>®</sup> READER STATISTICS



**99%** have taken an action as a result of reading the publication



## Loyal and Engaged

**93%** are considered regular readers (read 3 of the last 4 issues)

**91%** say it's their favorite magazine/top 3

**82%** save the magazine for future reference



## In the Kitchen

**20.2** pieces of cast iron are currently owned on average

**96%** said they were willing to pay more for quality ingredients

**58%** expert/advanced cooking skills



## Hobbies and Activities

**73%** read for pleasure

**71%** are gardening

**63%** went to farmers' market in past 12 months

**61%** are barbecuing or using a smoker

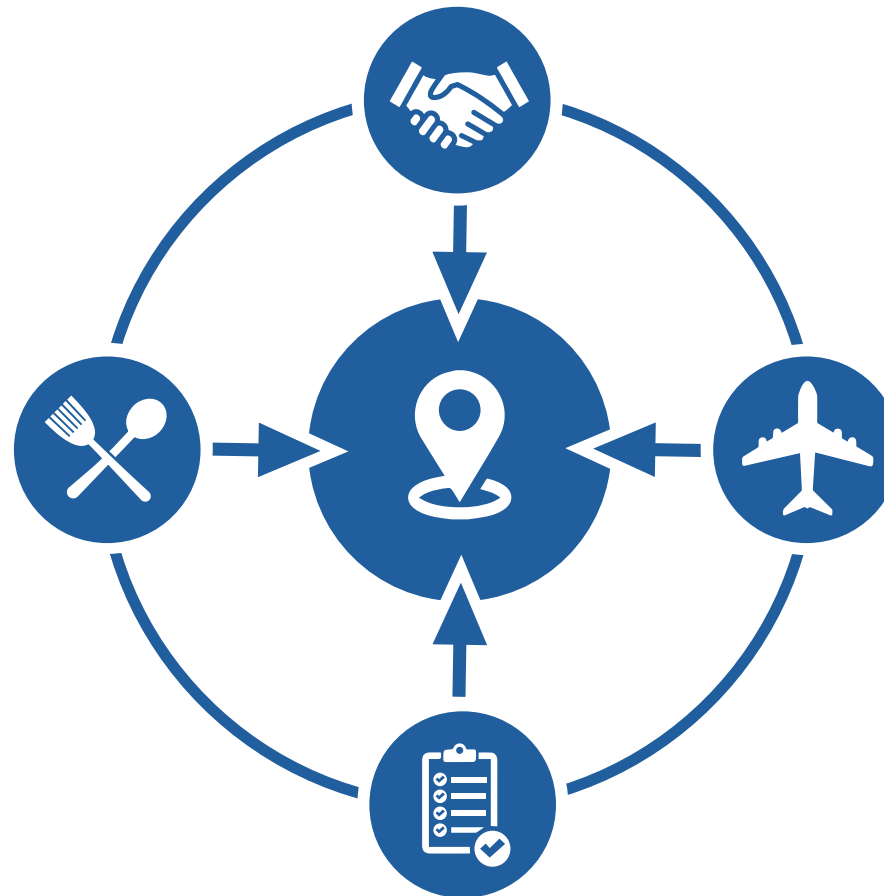


## Love to Travel

**2.9** vacations per year

**90%** stayed in a hotel

**5.7** nights away per trip





## 2023 EDITORIAL CALENDAR

MarApr—Spring Vegetables;  
Easter Breads

**Materials Due 12/27 | On Sale 2/21**

MayJune—Early Summer;  
Grilled Desserts; Po' Boys

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

JulyAug—Late Summer;  
Fajitas; Okra

**Materials Due 3/29 | On Sale 6/13**

SeptOct—Fall; Game Meats;  
Spaghetti Supper

**Materials Due 6/27 | On Sale 8/29**

NovDec—Holidays; Breads to  
Share; Splurge-worthy Skillets

**Materials Due 8/22 | On Sale 10/24**

JanFeb 2024—Dutch Oven  
Baking; Gravies; Whole Grains

**Materials Due 10/11/23 | On Sale  
12/19/23**

## Southern CAST IRON



From the start, *Southern Cast Iron* has been guided by its love of cast iron and the relationships that are forged with our readers. Passed down from generation to generation, cast iron is a treasure beyond worth; an heirloom skillet bears the memories of a thousand meals and experiences, seasoned into its storied surface layer by layer. Fans of cast iron are immediately drawn to our brand and become loyal and devoted readers, using *Southern Cast Iron* as a resource for cooking, collecting, restoring, and learning about all things cast iron.

In every issue of *Southern Cast Iron*, readers can expect to find a healthy dose of Southern home cooking and baking using many different types of cast iron, from classic pieces including skillets and Dutch ovens to more unique vessels like wedge and loaf pans and antique cake and cookie molds. But no matter which cast-iron pan is used to cook and bake, delicious recipes are sure to follow. By taking stock of what's in season, we fill our pages with tasty, seasonally appropriate recipes that are easy to follow and accompanied by beautiful photography. We like to think of our recipes as old meets new: It's classic Southern cooking that inspires us, but with each turn of the page comes a bounty of fresh inspiration. From comforting, savory skillet suppers to simple, sweet treats, there's something for everyone to enjoy.

We also take pride in giving our readers technique-based columns to help solve dinnertime dilemmas, featuring both established and upcoming chefs, cooks, and bloggers who are present in the cast iron community, showcasing products that we use in our very own kitchens, sharing tips for how to shop for and care for new and vintage pieces, as well as providing stories of collectors and foundries.

Our mission is to bring joy to our readers through our love of cast iron, providing inspiration to discover new and unexpected recipes while also finding comfort in the beloved flavors of classic home cooking. We recognize the ways in which cast iron can bring people together, and we're proud to celebrate the cast iron community and the traditions, both in and out of the kitchen, that come along with it. We strive to make *Southern Cast Iron* the go-to guide each time our readers pull their favorite skillet out of the cupboard. Join us on the adventure!

Sincerely,

*Daniel*

Editorial Director,  
*Southern Cast Iron*





# PRINT ADVERTISING

**Southern Cast Iron** 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, taste in the mouthwatering recipes, and see in the compelling images and clean design.

Success is due to a trusting readership eager to dig into the next issue. 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

**2/3 Page** \$2,940

**1/2 Page** \$2,352

**1/3 Page** \$1,911

**1/4 Page** \$1,470

## Ad Specs

**Trim Size** 9" x 10.875"

**Full Page** 9.25" x 11.125"  
(bleed only)

**2/3 Page** 5.25" x 9.875"

**1/2 Page (H)** 8" x 4.875"

**1/3 Page (SQ)** 5.25" x 4.875"

**1/3 Page (V)** 2.5" x 9.875"

**1/4 Page** 3.875" x 4.875"

## 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.







## ***SOUTHERN CAST IRON*** **PRODUCT MARKETPLACE**

The editors of *Southern Cast Iron* 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 Cast Iron* 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 <b>\$709</b>	SIZE <b>1/4 page</b>
RATE <b>\$1,276</b>	SIZE <b>1/2 page</b>

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 Cast Iron***, 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

### 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

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

## 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 ***sales@hoffmanmedia.com***.







# 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  
Book Publishing  
Test Kitchen Partnerships  
Recipe Development  
Food and Prop Styling

Photography  
Videography  
Events  
Co-Op Partnerships  
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 **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 more information about advertising or custom content projects with *Southern Cast Iron* or [southerncastiron.com](http://southerncastiron.com), please contact:**

Phone: 888-411-8995

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