

taste OF THE south

2023 MEDIA KIT



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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 encouraging 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 192,236

E-Newsletter Subscribers 56,287

Average Email Open Rate 47.27%

Social



Total Following 566,508

Facebook 311,486

Instagram 231,210

Pinterest 23,812



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



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



2023 EDITORIAL CALENDAR

March | April

Materials Due 11/21 | On Sale 2/7

May | June

Materials Due 1/27 | On Sale 4/4

July | Aug

Materials Due 3/27 | On Sale 6/6

Sept

Materials Due 5/16 | On Sale 7/25

Oct

Materials Due 6/28 | On Sale 9/5

Nov | Dec

Materials Due 8/15 | On Sale 10/31

Jan | Feb 2024

Materials Due 9/26 | On Sale 12/5

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*.

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The main focus of *Taste of the South* is to bring classic Southern foods to the modern supper table. Through our recipes and editorial content, we hope to inspire people to share meals and foodcentric experiences with friends and family 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 2023, we're staying true to tradition while also exploring what the future of Southern food holds. Starting the year with a focus on comfort food, our January/February issue offers classic dishes like sweet dumplings and new ways with upside-down cakes while exploring who and what makes the South the unique culinary region that it is. Our March/April issue and the start of spring brings Texas sheet cake, seasonally focused meals with carrots and spring greens, and great tips for cooking like a Southern grandma. As we enter the summer months, we bring two issues packed with recipes that celebrate an abundant harvest—from summer pies and cobblers to fried green tomatoes to watermelon, peaches, and tomatoes. The Taste 50 Awards return in our July/August issue, where we feature our favorite products, people, and trends in Southern food. As we wrap up the year, we take a trip to the Appalachian Mountains for a holiday festival and fill our tables with the comfort meals that cold weather implores in three recipe-packed issues.

In each issue, you'll find our tried-and-true departments like Cast Iron Favorites, At the Table, Cooking Class, and Southern Staples. 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've visited places like Atlanta's Buford Highway. Readers can also look forward to the authentic Southern voices of Facebook phenomenon and cookbook author Brenda Gantt and as the state fair contest maven Linda Skeens.

This is just a teaser of what 2023 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 for the journey.

Editorial Director,
Taste of the South



PRINT ADVERTISING

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 \$11,466

Spread \$9,555

Cover 4 \$7,508

Full Page \$5,460

2/3 Page \$4,368

1/2 Page \$3,549

1/3 Page \$2,730

1/4 Page \$2,116

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 **\$525** SIZE **3.375" x 4.625"**

RATE **\$945** SIZE **6.875" x 4.625"**

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

DIGITAL ADVERTISING

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, 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

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	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 **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 more information about advertising or custom content projects with *Taste of the South* or tasteofthesouth.com, please contact:

Phone: 888-411-8995

Email: sales@hoffmanmedia.com