# 2023 MEDIA KIT

**()** hoffmanmedia

# taste 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 encouraging them with updated twists to show off the best of the South.



### **OVERVIEW**

Print Total Distribution 100,000 Frequency 7x

Digital Average Monthly Unique Visitors 84,654 E-Newsletter Subscribers 54,600

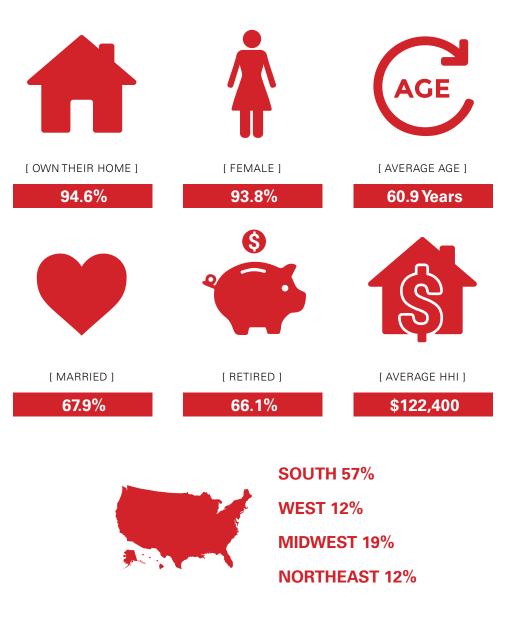
Social **f o p** Total Following 568,165 Facebook 310,757 Instagram 233,166 Pinterest 24,242



Sources - Print: Publisher's 2022 Statement of Ownership; Digital and Social: Google Analytics, January 2023.



### **AUDIENCE**



# $tastef{M} south \ {\tt reader \ statistics}$



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



**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



**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





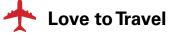
81% are baking

68% read for pleasure

60% are gardening

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

**40%** are barbecuing or using a smoker



2.4 vacations per year73% stayed in a hotel

6.4 nights away per trip



### **2023 EDITORIAL CALENDAR**

March | April—Easter Brunch; Southern Salads Materials Due 11/21 | On Sale 2/7

May | June—Summer Potluck; Mother's Day Materials Due 1/27 | On Sale 4/4

July | Aug—Taste 50; Southern Spreads Materials Due 3/27 | On Sale 6/6

Sept | Oct—Fall Comfort; Cheesy Crowdpleasers Materials Due 5/16 | On Sale 8/8 Nov | Dec—Thanksgiving Side Dishes; Christmas Cookie Extravaganza 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.* 

# taste # south



he 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

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 (H) 2.9375" x 10.75" (bleed only) 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 *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 <b>\$525</b>	SIZE <b>3.375" x 4.625"</b>
RATE <b>\$945</b>	SIZE 6.875" x 4.625"

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.

### DIGITAL ENGAGEMENT

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

#### ADVERTISING OPPORTUNITIES

#### 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.** 

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 ContentPhotographyBook PublishingVideographyTest Kitchen PartnershipsEventsRecipe DevelopmentCo-Op PartnershipsFood and Prop StylingCatalog Development





## **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 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