



2024 MEDIA KIT

Southern
home

 hoffmanmedia



Print

Total Audience 300,000

Digital

Average Sessions 36K

E-Newsletter

Subscribers 24K

Social

f Facebook 16K

@ Instagram 252K

p Pinterest 8.7K

Total Following 277K

The *Southern Home* reader is affluent, educated, and traveled, and loves all aspects of a beautifully designed home and garden. She appreciates that a home is not decorated overnight, but rather collected with antiques, art, furnishings, and decorative objects that have been acquired over time and often tell a story. Our reader is inspired by the elevated aesthetic of noted designers and architects that is beautiful, functional, and inviting. From the drapery on the window to the trim on the pillows, every detail is carefully considered.

She wants to know what is new and now but also appreciates the timeless style of the South. She cherishes the opportunity to entertain family and friends and enjoys setting a table with fine china, crystal, linens, and fresh flowers. She loves to travel and seeks out destinations that are as well-appointed as her home. This woman wants to be surrounded by beauty, and *Southern Home* is her magazine of choice.



SOUTHERN HOME AUDIENCE

OWN THEIR HOME

94.3%

OWN MULTIPLE
HOMES

27%

FEMALE

89.7%

TOTAL AUDIENCE

300K

AVERAGE AGE

61 years

READERS
PER COPY

4

MARRIED

66.7%

AVERAGE
HOUSEHOLD
INCOME

\$219k

AVERAGE
HOME VALUE

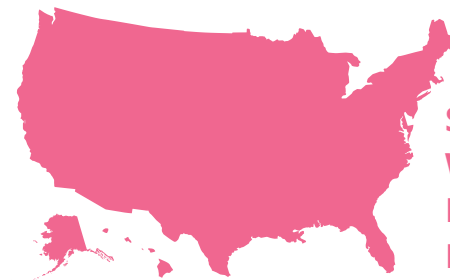
\$500k

SOURCE: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study



NATIONAL REACH

Southern Home enjoys a robust reach across the United States of affluent homeowners, designers, architects, and design enthusiasts. The magazine is also distributed at highly targeted events, such as High Point Market, well-known antique and garden shows, and high-end interior design centers.



SOUTH 51%
WEST 19%
MIDWEST 21%
NORTHEAST 9%

EDITORIAL MIX

Southern Home's editorial lens is focused on design, architecture, and landscaping. Featuring seven to eight whole house projects in each issue, we take readers on a visual tour that considers both indoor and outdoor living spaces. Our best in industry resourcing allows readers to easily find products.

In each issue:

Decorating & Design

Designer Q&A

Antiques Obsession

On Trend

Architecture Journal

Destinations

Color Crush



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

93%

"...During a recent dealer visit, a customer recognized our logo and approached me with a torn-out ad from Southern Home in hand... I was so excited to see the power of our marketing! Southern Home has been a top-notch partner for us since we started with them four years ago. I look forward to working with Southern Home for many years to come."

Anna Griffin
National Sales Manager
Savannah Stone Source

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

83%

VISITED AN ADVERTISER'S
WEBSITE

41%

ARE WILLING TO PAY
MORE FOR QUALITY
PRODUCTS

85%

HAVE HIRED AN
INTERIOR DESIGNER

41%

PLAN TO DECORATE
OR RENOVATE IN
THE NEXT YEAR

88%

PLAN TO PURCHASE
ANTIQUES

32%

PLAN TO PURCHASE
OUTDOOR FURNITURE

33%

PLAN TO PURCHASE
HOME DÉCOR OR
FURNITURE

72%



2024 EDITORIAL CALENDARS

PRINT

January / February

BEFORE & AFTER ISSUE

Materials Due 10/17

On Sale 12/26

July / August

SECOND HOME ISSUE

Materials Due 4/10

On Sale 6/13

March / April

THE COLOR ISSUE

Materials Due 12/19

On Sale 2/27

September / October

FALL DECORATING ISSUE

Materials Due 6/7

On Sale 8/8

May / June

THE OUTDOOR ISSUE

Materials Due 2/7

On Sale 4/11

November / December

HOLIDAY HOMES

Materials Due 8/2

On Sale 10/3

**Calendars subject to change.*

DIGITAL

January / February

- Before & After
- Colors of the Year
- Organization

On Trend: Lighting

Gifts to Give: Valentine's Day

May / June

- Southern Gardens or Flowers
- Art & Accessories
- Monograms

On Trend: Outdoor Furniture,
Lighting & Fabrics

September / October

- Fall Foliage
- Comforts of Home
- Furniture, Fabrics & Finishes

On Trend: Sustainability

November / December

- Table Settings
- Hardware & Decorative Accessories

Gifts to Give: Holiday

March / April

- Spring Coastal Escapes
- Antiques
- Furniture, Fabrics & Finishes

On Trend: Kitchen & Bath, Tile

Gifts to Give: Mother's Day

July / August

- Summer Entertaining
- More Outdoor/Leisure
- Second Homes
- Mountain Destinations

On Trend: Paint & Wallcoverings



PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front)\$7,203
SPREAD\$6,174
COVER 4 (Back Cover).....\$5,145
FULL PAGE\$4,116

AD SPECS

TRIM SIZE9" x 10.875"
FULL PAGE9.25" 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.

Frequency pricing and custom-program proposals available upon request. All rates are net.

SUBMITTED ARTWORK

For submitting advertising, please contact Jacob Carey, jcarey@hoffmanmedia.com.



IRRESISTIBLE ACCENTS

Southern Home's marketplace section answers the most frequent question asked by readers: **What are your favorite products?**

This section appears in each issue and provides higher impact to our product partners and is designed to showcase the hidden gems that are readers are looking for!

Space 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**



SPONSORED CONTENT



MOTORIZATION

Fabricut delivers a modern solution for stylish homes.

Motorization delivers a clean, contemporary look and is the perfect solution for heavy or hard-to-reach window treatments. Numerous fabric choices and multiple control options allow you to customize motorized window treatments to complement your design perfectly.

For interior designers seeking assistance with Fabricut's motorized window treatments, contact Fabricut Finished Product Customer Service at 800.777.5351.

Available through fabricut.com

WHY WE LOVE IT

- **STYLE:** Extensive fabric and trim offerings allow designers to create motorized tawney rod diaperies and Roman shades for every design. Flat, knife, hobbled, or ribbed pleating available on shades.
- **SAFETY:** No dangerous or unsightly cords.
- **SMART:** Multiple control options and integration features to customize your experience to the automation service you already use and love.
- **SOLUTIONS:** Programmable open/close features allow you to balance privacy and light at the push of a button or on a schedule.
- **SAVINGS:** Window treatments increase the energy efficiency of a home.



CUSTOM CONTENT

Advertorials can bridge the gap between editorial and marketing. Written in the *Southern Home* editorial voice, they reach readers on a deeper level. Leverage our experienced editorial team to bring your content ideas to life. Pricing available upon request.

SPONSORED CONTENT



Natural Selection

IMMERSE YOURSELF IN THE ELEGANT BEAUTY OF PORCELAIN WITH THE CLEFT COLLECTION BY SAVANNAH STONE SOURCE.

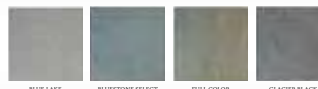
Inspired by the beautiful simplicity of bluestone and sandstone, the Cleft Collection by Savannah Stone Source delivers a sophisticated and natural look perfect for both indoor and outdoor applications. This unique porcelain product is available in a wide range of sizes and colors to allow for unlimited design opportunities. A soft texture makes the pavers slip resistant and a non-fading pigment ensures that the color will last a lifetime.

The Cleft Collection seamlessly mimics the look and feel of natural stone and is stain, mold, mildew, and chemical resistant, resulting in a product that is virtually maintenance free. This paver collection is also lighter and easier to install than natural bluestone. Whether you live on the coast, in the mountains, or in an urban setting, Savannah Stone Source has the perfect solution to bring distinction and elegance to your home.



CLEFT PORCELAIN PAVERS

Inspired by the beauty of natural cleft bluestone



Find your local dealer | (843) 548-7799 | www.savannahstonesource.com

SPONSORED CONTENT



Make your kitchen happy—trust SMEG's practical, yet stylish products to make life easier, while adding counter appeal.

Not two cooks are the same, so their tools shouldn't be, either. SMEG understands this, and strives to combine that quality performance with retro-style design. And now, they're expanding their line to help more culinary enthusiasts explore their passions.

From coffee machines, to blenders, mixers, toasters, and more, SMEG has the perfect small appliance in your favorite color to fit your lifestyle. Discover their advanced cookware line that is available in a variety of sizes and hues. All pots and pans are compatible with gas, ceramic, and induction cooktops, and are also oven- and dishwasher-safe.

Look, but certainly not least, SMEG's brand-new six-piece knife block features knives engineered with German stainless steel blades and handles, that fit in an acacia wood base, wrapped in SMEG's trademark colorful powder-coated carbon steel.

To find the right products for you, visit smegusa.com.

Facebook Instagram



A new range of possibilities.

Introducing the SMEG Range Series where innovation, before making magic with high-quality steel, meets the art of design and technology. A powerful shade of any size, color or feel means something is automatically better.

Ready to help?

Discover more, including SMEG's new line of 100% range hood and light, at smegusa.com.

SMEG America's Best Kitchen Appliance





DIGITAL OPPORTUNITIES

Custom Social Campaigns:

Programs can include Instagram and Facebook posts, Instagram Stories, dark posts, etc. Prices available upon request.

Sponsored Newsletter:

\$2,500 per newsletter

Newsletter Box Ad:

\$480 per newsletter

Newsletter Mention:

\$600 per newsletter

SouthernHomeMagazine.com**Banner Ads:**

\$1,000 per month
(300x250 and 728x90 sizes)

Blog Post:

\$2,500

Digital Audience Targeting:

Reach the *Southern Home* reader with a customized digital program that targets our readers with your message during the 8+ hours a day they spend online. Price available upon request.

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