



2024 MEDIA KIT

Southern
CAST IRON®

 **hoffmanmedia**



Print

Total Distribution
60,000

Frequency 6x

Digital

Average Monthly
Page Views 62K

Social

 **Facebook** 30K

 **Instagram** 117K

 **Pinterest** 1.8K

Total Following 149K

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.



Sources – Print: Publisher's 2023 Statement of Ownership;
Digital and Social: Google Analytics, July 2023.



SOUTHERN CAST IRON AUDIENCE

OWN THEIR HOME

92.5%

RETIRED

\$42.1k

FEMALE

67.6%

AVERAGE
HOUSEHOLD
INCOME

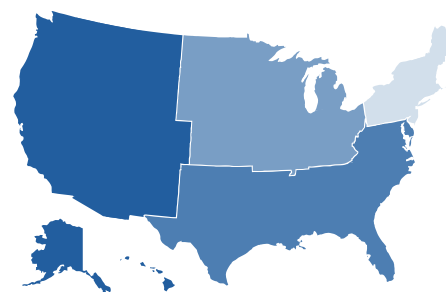
\$121.3k

AVERAGE AGE

59.5 years

MARRIED

69.4%



SOUTH 42%

WEST 25%

MIDWEST 21%

NORTHEAST 12%

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



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

99%

ARE CONSIDERED
REGULAR READERS

93%

SAY *SOUTHERN CAST
IRON* IS THEIR FAVORITE
MAGAZINE

91%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

82%

PIECES OF CAST IRON
CURRENTLY OWNED

20

ARE WILLING TO PAY
MORE FOR QUALITY
INGREDIENTS

96%

HAVE EXPERT/ADVANCED
COOKING SKILLS

58%

READ FOR PLEASURE

73%

ARE GARDENING

71%

WENT TO FARMERS'
MARKET IN THE PAST
12 MONTHS

63%

ARE BARBECUING
OR USING A SMOKER

61%

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



2024 EDITORIAL CALENDAR

January / February

- SUNDAY DINNER
- GOOD GRAVY
- MACARONI & CHEESE

Materials Due 10/19/23

On Sale 12/19/23

March / April

- DOUGHNUT SHOP FAVORITES
- WEEKNIGHT MEALS
- SKILLET CAKES

Materials Due 12/21/23

On Sale 2/20/24

May / June

- CAJUN & CREOLE
- COBBLERS & CRISPS
- GRITS

Materials Due 1/30/24

On Sale 4/9/24

July / August

- BEST SUMMER PRODUCE
- GRILLED MEATS
- SUMMER BAKING

Materials Due 4/15/24

On Sale 6/11/24

September / October

- SKILLET CASSEROLES
- FALL FRUITS
- STATE FAIR FAVORITES

Materials Due 6/11/24

On Sale 8/13/24

November / December

- HOMEMADE GIFTS
- HOLIDAY APPETIZERS
- GIFT GUIDE

Materials Due 9/3/24

On Sale 10/29/24



*Calendar subject to change.

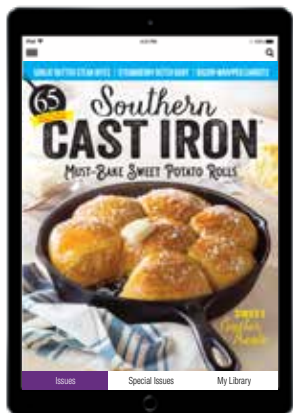
PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$7,203
SPREAD	\$6,174
COVER 4 (Back Cover).....	\$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

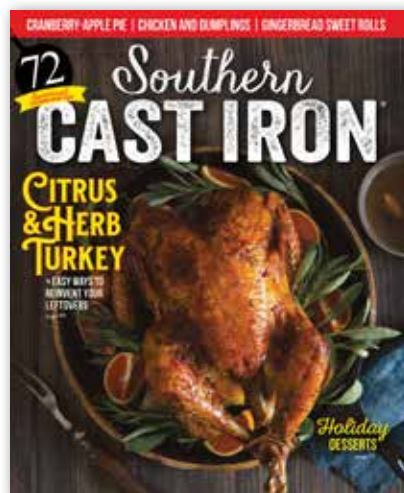
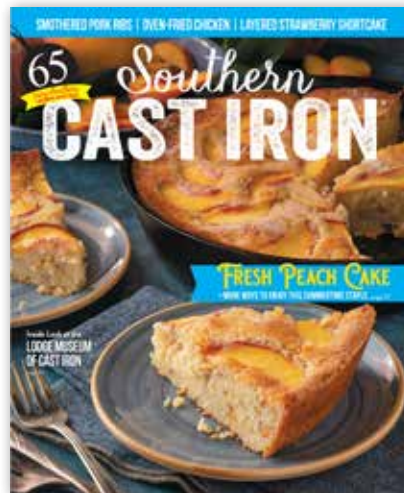
AD SPECS

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.



MARKETPLACE

Southern Cast Iron 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 our 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 **\$709**..... SIZE **1/4 page**

RATE **\$1,276**..... SIZE **1/2 page**



SUBMITTED ARTWORK

For print advertising, please contact **Kimberly Lewis**, klewis@hoffmanmedia.com, and for digital advertising, contact **Jacob Carey**, jcarey@hoffmanmedia.com.



DIGITAL OPPORTUNITIES

Sponsored Newsletters

Newsletter Ads

Newsletter Mentions

Web Ads

Blog Posts

Custom Social Campaigns

Programs can include Pinterest, Instagram, and Facebook.

Digital Audience Targeting

Reach the *Southern Cast Iron* audience with a customized digital program that targets our readers with your message during the 8+ hours a day they spend online.

*All pricing available upon request.

AUDIENCE AD SPECS

Max file size: 200KB

Acceptable file types:

.html .png .jpg .jpeg .gif .js .css

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.

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.