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.
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%

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

SOUTH 42%
WEST 25%
MIDWEST 21%
NORTHEAST 12%
READER INSIGHTS

- 99% have taken an action as a result of reading the publication.
- 93% are considered regular readers.
- 91% say Southern Cast Iron is their favorite magazine.
- 82% save the magazine for future reference.
- 20 pieces of cast iron currently owned.
- 96% are willing to pay more for quality ingredients.
- 58% have expert/advanced cooking skills.
- 73% read for pleasure.
- 71% are gardening.
- 63% went to farmers' market in the past 12 months.
- 61% are barbecuing or using a smoker.

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.*
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.

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.

Frequency pricing and custom-program proposals available upon request. All rates are net.
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.
**Blueberry Skillet Pancake**

**MAKES 2 SERVINGS**

Recipe courtesy of krusteaz.com

½ cup Krusteaz Protein Buttermilk Pancake Mix
2⁄3 cup cold water
2 eggs
4 tbsp unsalted butter
½ cup fresh blueberries
Confectioners' sugar, maple syrup, additional blueberries, to serve

1. Mix together pancake mix, 2⁄3 cup water, and eggs until lumps are no longer visible. Texture will be watery, set aside.

2. Heat oven to 425° and place two 6- to 8-inch skillets in the oven while it preheats. Once preheated, remove skillets and place 2 tbsp of butter and ¼ cup of blueberries in each skillet. Stir until butter is melted.

3. Pour 2⁄3 cup of pancake mixture into each skillet and place back in the oven. Cook 15-20 minutes, until golden brown.

4. Remove and let cool. Serve with confectioners' sugar, maple syrup, and more blueberries.

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Take a deep breath. Do you smell the fresh air with a hint of wheat as it rustles in the field? You are in the Batter Capital of the World, and life is sweet.

**MiX It Up In ThE BaTtEr CaPiTaL of ThE WoRlD**

visithopkinsville.com

You must have noticed the gorgeous 46,200 acres of sprawling farmland as you drove into town. Here in Hopkinsville, Kentucky, they're known for growing soft red winter wheat, which is ideal for specialty products such as sponge cakes, cookies, crackers, and other confectionary products. Once harvested, the wheat heads to one of two local flour mills, Hopkinsville Milling Company, the oldest industry in Hopkinsville, and Siemer Milling Company, which mills 2 million pounds of flour EVERY day.

Since 1906, Hopkinsville Milling Company has put that flour (and cornmeal), like SunFlour Cornmeal, into nostalgic packaging, sending it straight to grocery store shelves. Siemer Milling Company is connected by a large pipe used for flour transportation to its next door neighbor, The Krusteaz Company. The Krusteaz Company uses the flour it receives to create over 450 different products: globally recognizable products like Krusteaz pancake and baking mixes, Ghirardelli Brownie Mix, Red Lobster Cheddar Bay Biscuit Mix, Cracker Barrel Biscuit Mix, Trader Joe's brand mixes, Target Market Pantry mixes, and others are all created in the Batter Capital of the World. With successful agriculture partners in the community for over 173 years, Hopkinsville continues to be a beacon of food-mix manufacturing!

**FUN FACT**

If you eat a McDonald's biscuit east of the Mississippi River, all of that flour comes from Siemer Milling Company in Hopkinsville!

**WAYS TO EXPLORE THE BATTER CAPITAL**

Take time to explore the official food partners of the Batter Capital and create your own food tour through the city. Check out quarterly farm tours, stand in awe of the 11-foot-tall wheat display downtown, learn more about the history of agriculture and industry at the Pennyroyal Area Museum's Grain to Grocery exhibit (coming soon!), and stop in the Visitors Center to get a picture in the 4-foot Batter Bowl and visit the official Batter Capital gift shop!

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**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/](http://www.hoffmanmedia.com/storymaker/)

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**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.