



2024 MEDIA KIT

Southern  
home

 hoffmanmedia





Print

**Total Audience** 300,000

Digital

**Average Monthly  
Page Views** 36K

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**

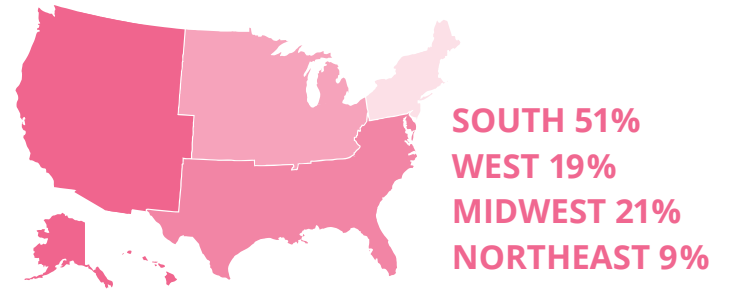
SOURCE: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study





## NATIONAL REACH

**S**outhern 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.



### 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 10/17/23

On Sale 12/26/23

### July / August

#### • SECOND HOME ISSUE

Materials Due 4/23/24

On Sale 6/25/24

### March / April

#### • THE COLOR ISSUE

Materials Due 12/19/23

On Sale 2/27/24

### September / October

#### • FALL DECORATING ISSUE

Materials Due 6/11/24

On Sale 8/13/24

### May / June

#### • THE OUTDOOR ISSUE

Materials Due 2/13/24

On Sale 4/16/24

### November / December

#### • HOLIDAY HOMES

Materials Due 8/26/24

On Sale 10/29/24

\*Calendars subject to change.

## DIGITAL

### January / February

- Before & After
- Colors of the Year
- Organization

*On Trend:* Lighting

*Gifts to Give:* Valentine's Day

### March / April

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

*On Trend:* Kitchen & Bath, Tile

*Gifts to Give:* Mother's Day

### May / June

- Southern Gardens or Flowers
- Art & Accessories
- Monograms

*On Trend:* Outdoor Furniture, Lighting & Fabrics

### July / August

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

*On Trend:* Paint & Wallcoverings

### September / October

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

*On Trend:* Sustainability

### November / December

- Table Settings
- Hardware & Decorative Accessories

*Gifts to Give:* Holiday



# 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 SIZE** .....9" x 10.875"  
**FULL PAGE** .....9.25" 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 print and digital advertising, please contact Jacob Carey, [jcarey@hoffmanmedia.com](mailto: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 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 **\$525** ..... SIZE **1/4 page**

RATE **\$945** ..... SIZE **1/2 page**





SPONSORED CONTENT



## MOTORIZATION

*Fabricut delivers a modern solution for stylish homes.*

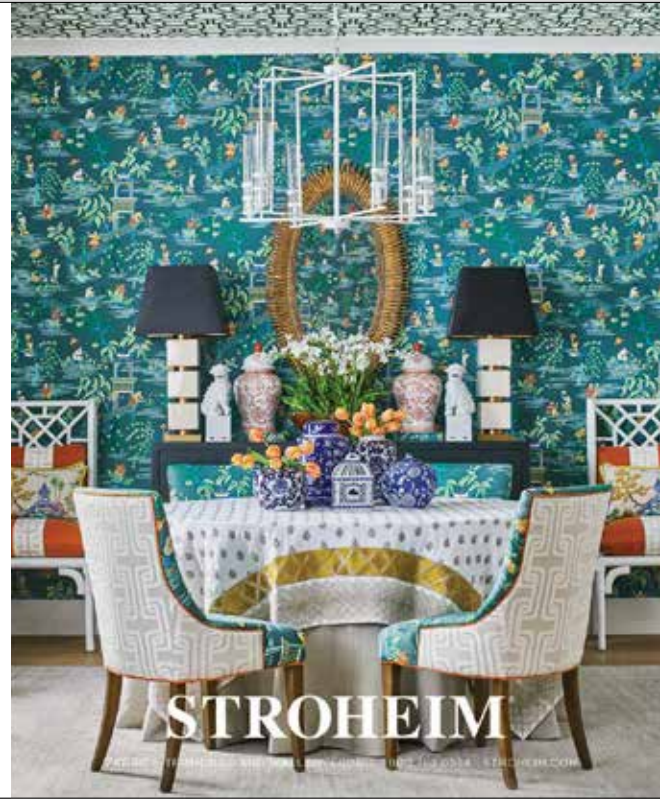
Motorization delivers a clean, contemporary look and is the perfect solution for heavy or hard-to-reach window treatments. Numerous fabric choices and multiple control options allow you to customize motorized window treatments to complement your design perfectly.

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](http://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.
- **SOLUTION:** 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](http://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 semi-vintage 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.

Last, 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](http://smegusa.com).



Facebook Instagram



### A new range of possibilities.

Introducing the SMEG Range Series where structure, safety, styling merge with high-quality steel materials and state-of-the-art technology. A powerful choice to any size, color or fuel source, revealing a modern, minimalist kitchen.

Made in Italy. *Salute!*

Discover more, including SMEG's new line of cookware featured right at [smegusa.com](http://smegusa.com)

SMEG America's Most Trusted Kitchen Appliance

© Smeg, registered trademark







# DIGITAL OPPORTUNITIES

## **Custom Social Campaigns:**

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

## **Sponsored Newsletters:**

\$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.*