



2024 MEDIA KIT

SouthernLady

 hoffmanmedia



Print

Total Distribution

120,000

Frequency 6x

Digital

Average Monthly

Page Views 40K

Social

f Facebook 59K

@ Instagram 277K

P Pinterest 37K

Total Following 373K

Southern Lady celebrates the unique and cherished traditions that define our region, from gracious living and timeless décor to elegant entertaining and grand getaways across the South. We give our readers a sense of belonging and reinforce their pride in being a Southerner, fulfilling their desire for a deeper understanding of their way of life.



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



SOUTHERN LADY AUDIENCE

OWN THEIR HOME

94.2%

AVERAGE
HOUSEHOLD
INCOME

\$168k

FEMALE

99.2%

RETIRED

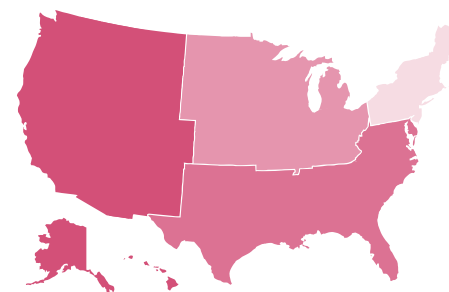
70%

AVERAGE AGE

62.5 years

MARRIED

89.5%



SOUTH 74%

WEST 4%

MIDWEST 13%

NORTHEAST 9%

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



EDITORIAL MIX

Founded in 1999, *Southern Lady* magazine celebrates, delights, and inspires women who live in the South—and those who are simply Southern at heart. We focus on the joys of heart and home and the art of gracious living. Our content features beautiful décor and tabletop designs, breathtaking scenery and travel adventures, lovely gardens and floral arrangements, and an abundance of entertaining ideas and delicious recipes. We strive to bring a bit of Southern hospitality into the lives of each and every reader.

In each issue:

**ENTERTAINING TOUCHES
MIX & MATCH
IN BLOOM
SEASONAL SETTINGS
KEEPSAKES
RECIPE BOX**

EVERGREEN DIGITAL CONTENT:

**Seasonal Floral Arrangements
Home Design Trends & Inspiration
Keepsakes & Collectibles
Creative How-To**

In addition to regular issues, *Southern Lady* offers special-issue publications, including:

***Entertaining
Tabletop Style
Autumn in the South
Southern Style Holidays at Home
Southern Style Decorating***



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

96%

ARE CONSIDERED
REGULAR READERS

95%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

79%

CUT OUT OR USED A RECIPE

77%

USED FEATURED TABLETOP
IDEAS

50%

ARE WILLING TO PAY MORE
FOR QUALITY PRODUCTS

97%

GAIN INSPIRATION FROM
MAGAZINES WHEN
DECORATING OR REMODELING

94%

DECORATED THEIR
HOME IN THE PAST
12 MONTHS

74%

PREFER ANTIQUES

67%

ARE BAKING

84%

ARE GARDENING

75%

READ FOR PLEASURE

81%

PURCHASED JEWELRY

69%

ARE ENJOYING
OUTDOOR ACTIVITIES

75%

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

2024 EDITORIAL CALENDARS

PRINT

January / February

- DECORATING
- WINTER WHITE DINNER PARTY
- STYLING WITH KUMQUATS
- MAKING GRITS

Materials Due 10/12/23

On Sale 12/12/23

March / April

- ENTERTAINING
- NEW LOOKS FOR OLD CHINA
- POPPIES & APPLES
- SPRING STARTERS

Materials Due 1/16/24

On Sale 3/5/24

May / June

- GARDENS & OUTDOOR LIVING
- ROOFTOP PARTY
- STYLING WITH POTTED SUCCULENTS
- VEGETABLE GARDEN DINNER

Materials Due 2/23/24

On Sale 4/23/24

July / August

- BEST OF SUMMER
- FLOWER-WRAPPED VOTIVES
- BRIGHT SUMMER ARRANGEMENTS
- BRIDESMAIDS' BRUNCH

Materials Due 4/30/24

On Sale 6/25/24

September / October

- WELCOME FALL
- HEIRLOOM DECORATING
- BOUQUETS WITH LEAVES & PEARS
- AUTUMN LUNCHEON

Materials Due 6/25/24

On Sale 8/27/24

November / December

- HOLIDAY
- CHRISTMAS FEASTS
- SEASONAL GIFTS
- GINGERBREAD RECIPES

Materials Due 9/10/24

On Sale 10/29/24



DIGITAL

January / February

- New Year's Entertaining
- Valentine's Day Ideas
- Cozy Winter Décor
- Products in the Pantone Color of the Year

March / April

- Spring Parties
- Easter Tabletops & Menus
- New Looks for Old China
- Hostess Gift Ideas

May / June

- Gardens in Bloom
- Southern Porches
- Outdoor Entertaining
- Mother's Day Gift Guide

July / August

- Warm-Weather Getaways
- Fourth of July Recipes
- Frozen & No-Bake Desserts
- Summer Style & Travel Picks

September / October

- Fall Tablescapes & Recipes
- Porches & Pumpkins
- Mountain Escapes
- Leaf-Peeping Destinations

November / December

- Holiday Entertaining & Décor
- Thanksgiving Menus
- Tasty Goodies to Give
- Holiday Gift Guide

*Calendars subject to change.

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$14,112
SPREAD	\$11,760
COVER 4 (Back Cover).....	\$9,240
FULL PAGE	\$6,720
2/3 PAGE	\$5,376
1/2 PAGE	\$4,368
1/3 PAGE	\$3,360
1/4 PAGE	\$2,604

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.



MARKETPLACE

Southern Lady'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 **\$709** SIZE **1/4 page**

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



SUBMITTED ARTWORK

For print and digital advertising, please 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 *Southern Lady's* 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.