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%

FEMALE
99.2%

RETIRED
70%

AVERAGE AGE
62.5 years

MARRIED
89.5%

AVERAGE HOUSEHOLD INCOME
$168k

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 & PEARLS
- AUTUMN LUNCHEON
  Materials Due 6/25/24
  On Sale 8/27/24

**November / December**
- New Year’s Entertaining
- Valentine’s Day Ideas
- Cozy Winter Décor
- Products in the Pantone Color of the Year

**DIGITAL**

**January / February**
- Gardens in Bloom
- Southern Porches
- Outdoor Entertaining
- Mother’s Day Gift Guide

**May / June**
- 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

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### AD SPECS

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## 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

## 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 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.
Get away to awesome Alpharetta for an unforgettable weekend! Located in vibrant northern Fulton County and just outside of Atlanta's metropolitan area, the charming city of Alpharetta boasts plenty of one-of-a-kind sights to see and adventures to embark on!

For the music lovers, there are more than a few ways to jam. Bask in the sounds of the Alpharetta Symphony or dance the night away all season long at Avalon Nights Live! Looking forward to local independent musicians? Alpharetta's Live Music Matchups will immerse listeners in a vibrant soundscape unique to the city. Soak in the good vibrations of award-winning acts at The Velvet Note's intimate, acoustically perfected "listening room," and chow down on local dishes at the Alpharetta Food Truck Alley, which features more than ten food trucks and live music to enjoy.

Looking to break a sweat? Get competitive at Fairway Social for live and virtual games (like mini golf, zombie dodgeball, and more) while enjoying a full-service restaurant and rooftop bar. After working up an appetite, have a taste of the coastal-inspired menu and atmosphere at Cape Restaurant & Beach Bar, an Instagram-worthy and delicious affair; a dinner there will definitely be an unforgettable meal! And afterward, sneak into Roaring Social—a '20s-themed speakeasy, complete with dancing, old-fashioned bowling, craft cocktails, and tasty bites. For those seeking adventure indoors, there are more than a few ways to enjoy Alpharetta as well: embarking on a prehistoric safari at Dino Safari: A Walk-Thru Adventure or spending an afternoon shopping and people-watching at the North Point Mall or the Avalon shopping mecca. Make long-lasting memories at the Original Selfie Museum or take a load off and enjoy a pint at local breweries Currahee Brewery and Jekyll Brewing. Create your own signature scent at INDIEHOUSE Modern Fragrance Bar's Scent Blending 101 course and browse their inventory of fine perfumes and colognes. And after a day of shopping and eating, enjoy a break at the Alpharetta LifeSpa!

Whether planning a short break or looking to stay awhile, Alpharetta is the perfect getaway from the mundane, perfect for adventurers of all ages.

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.