



2024 MEDIA KIT

taste OF THE south

 hoffmanmedia



Print

Total Distribution
90,000

Frequency 6x

Digital

Average Monthly
Page Views 85K

Social

 **Facebook** 311K

 **Instagram** 236K

 **Pinterest** 25K

Total Following 572K

Authentically Southern, always delicious—that's the heart and soul of *Taste of the South*. Each issue celebrates the South's rich food culture, sharing easy, nostalgic recipes that inspire our readers by reminding them of their most cherished food memories and encouraging them with updated twists to show off the best of the South.



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



TASTE OF THE SOUTH AUDIENCE

OWN THEIR HOME

94.6%

RETIRED

66.1%

FEMALE

93.8%

AVERAGE HOUSEHOLD
INCOME

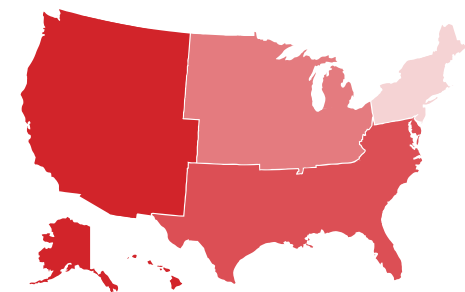
\$122.4k

AVERAGE AGE

60.9 years

MARRIED

67.9%



SOUTH 57%

WEST 12%

MIDWEST 19%

NORTHEAST 12%

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



READER INSIGHTS

HAVE TAKEN AN ACTION
AS A RESULT OF READING
THE PUBLICATION

97%

ARE CONSIDERED
REGULAR READERS

94%

SAY IT'S THEIR FAVORITE
MAGAZINE / TOP 3

88%

CUT OUT OR USED A RECIPE

85%

SAVE THE MAGAZINE
FOR FUTURE REFERENCE

69%

ARE WILLING TO PAY MORE
FOR QUALITY INGREDIENTS

90%

EXPERT/ADVANCED
COOKING SKILLS

54%

COOK WITH CAST IRON

53%

OWN A SLOW COOKER

91%

ARE BAKING

81%

READ FOR PLEASURE

68%

ARE GARDENING

60%

WENT TO A FARMERS'
MARKET IN THE PAST
12 MONTHS

53%

ARE BARBECUING
OR USING A SMOKER

40%

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



2024 EDITORIAL CALENDAR

January / February

- EASY WINTER COMFORT
- SOUFFLÉS & POPOVERS
- MAKE-AHEAD BREAKFASTS

Materials Due 9/26/23

On Sale 12/5/23

March / April

- MEATLESS MEALS
- CATFISH FRY
- SPRING SWEETS

Materials Due 1/16/24

On Sale 3/12/24

May / June

- JAM SESSION
- MOTHER'S DAY BRUNCH
- TRIFLES

Materials Due 2/13/24

On Sale 4/23/24

July / August

- TASTE 50 AWARDS
- QUICK & EASY DESSERTS
- MEAT & 3 MEAL

Materials Due 4/18/24

On Sale 6/25/24

September / October

- DINNER SALADS
- FOOTBALL FAVORITES
- BBQ AROUND THE SOUTH

Materials Due 6/10/24

On Sale 8/13/24

November / December

- CHRISTMAS DINNER MENU
- BARKS & BRITTLES
- CHRISTMAS CAKES

Materials Due 9/10/24

On Sale 10/29/24

In addition to regular issues, *Taste of the South* offers special issues, including:

Good Country Cooking

Southern Cakes

Best Southern Recipes

Fall Baking

Holiday Baking

Christmas Cookbook

Southern Potluck

*Calendar subject to change.

PRINT ADVERTISING

ADVERTISING RATES

COVER 2 (Inside Front).....	\$6,174
SPREAD	\$5,292
COVER 4 (Back Cover).....	\$4,410
FULL PAGE	\$3,528
2/3 PAGE	\$2,520
1/2 PAGE	\$2,016
1/3 PAGE	\$1,638
1/4 PAGE	\$1,260

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

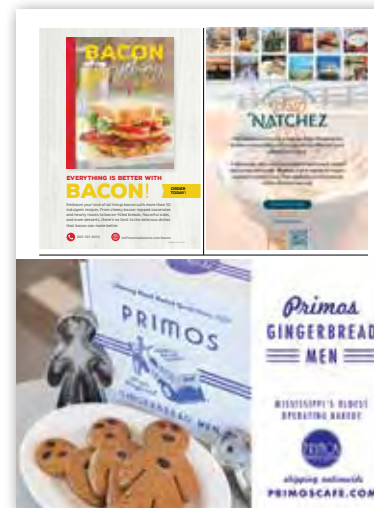
Taste of the South's marketplace section answers the most frequent question asked by readers: **What are your favorite products?**

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**



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 *Taste of the South* 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.

