



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

**A**uthentically 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

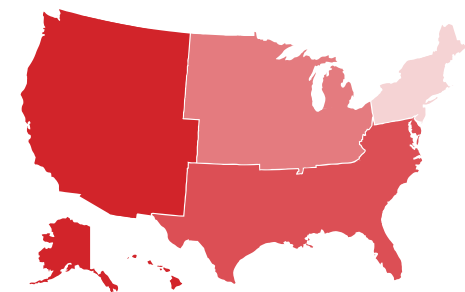
**\$122.4k**

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 11/17/23

On Sale 2/6/24

## *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 8/6/24

On Sale 10/15/24

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

|                                    |         |
|------------------------------------|---------|
| <b>COVER 2</b> (Inside Front)..... | \$7,203 |
| <b>SPREAD</b> .....                | \$6,174 |
| <b>COVER 4</b> (Back Cover).....   | \$5,145 |
| <b>FULL PAGE</b> .....             | \$4,116 |
| <b>2/3 PAGE</b> .....              | \$2,940 |
| <b>1/2 PAGE</b> .....              | \$2,352 |
| <b>1/3 PAGE</b> .....              | \$1,911 |
| <b>1/4 PAGE</b> .....              | \$1,470 |

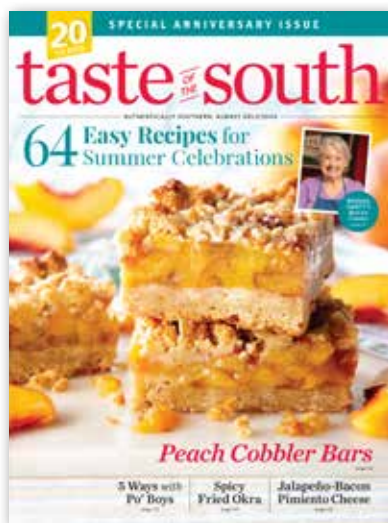
## AD SPECS

|                            |                                  |
|----------------------------|----------------------------------|
| <b>TRIM SIZE</b> .....     | 7.875" x 10.5"                   |
| <b>FULL PAGE</b> .....     | 8.125" x 10.75"<br>(bleed only)  |
| <b>2/3 PAGE</b> .....      | 4.375" x 9.375"                  |
| <b>1/2 PAGE (H)</b> .....  | 6.875" x 4.625"                  |
| <b>1/3 PAGE (SQ)</b> ..... | 4.5" x 4.625"                    |
| <b>1/3 PAGE (H)</b> .....  | 2.9375" x 10.75"<br>(bleed only) |
| <b>1/3 PAGE (V)</b> .....  | 2.1875" x 9.375"                 |
| <b>1/4 PAGE</b> .....      | 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

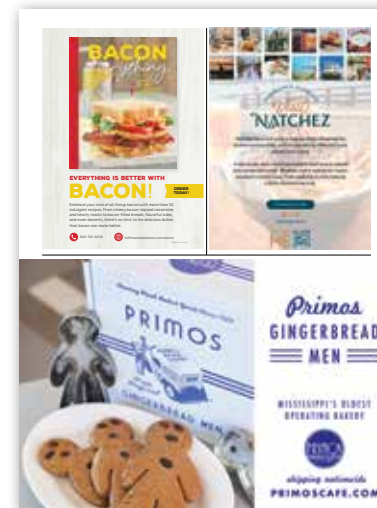
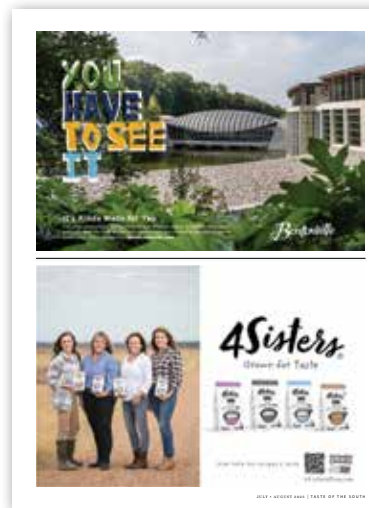
*Taste of the South's* marketplace section answers the most frequent question asked by readers: **What are your favorite products?**

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](mailto:klewis@hoffmanmedia.com),  
and for digital advertising, contact **Jacob Carey**,  
[jcarey@hoffmanmedia.com](mailto: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/](http://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.*

