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.

Sources – Print: Publisher’s 2023 Statement of Ownership; Digital and Social: Google Analytics, July 2023.
<table>
<thead>
<tr>
<th>Statistic</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Own their home</td>
<td>94.3%</td>
</tr>
<tr>
<td>Own multiple homes</td>
<td>27%</td>
</tr>
<tr>
<td>Female</td>
<td>89.7%</td>
</tr>
<tr>
<td>Total audience</td>
<td>300k</td>
</tr>
<tr>
<td>Average age</td>
<td>61 years</td>
</tr>
<tr>
<td>Married</td>
<td>66.7%</td>
</tr>
<tr>
<td>Average household income</td>
<td>$219k</td>
</tr>
<tr>
<td>Average home value</td>
<td>$500k</td>
</tr>
</tbody>
</table>

Source: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study
Southern 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

NATIONAL REACH
SOUTH 51%
WEST 19%
MIDWEST 21%
NORTHEAST 9%
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

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%

SAVE THE MAGAZINE FOR FUTURE REFERENCE
83%

VISITED AN ADVERTISER’S WEBSITE
41%

SOURCE: Ruzinsky Research, Hoffman Media, LLC 2021 Subscriber Study
2024 EDITORIAL CALENDARS

PRINT

January / February
• BEFORE & AFTER ISSUE
Materials Due 10/17/23
On Sale 12/26/23

March / April
• THE COLOR ISSUE
Materials Due 12/19/23
On Sale 2/27/24

May / June
• THE OUTDOOR ISSUE
Materials Due 2/13/24
On Sale 4/16/24

July / August
• SECOND HOME ISSUE
Materials Due 4/23/24
On Sale 6/25/24

September / October
• FALL DECORATING ISSUE
Materials Due 6/11/24
On Sale 8/13/24

November / December
• HOLIDAY HOMES
Materials Due 8/26/24
On Sale 10/29/24

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

*Calendars subject to change.
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.

SUBMITTED ARTWORK

For print and digital advertising, please contact Jacob Carey, 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 $775 ...... SIZE 1/4 page
RATE $1,400 .. SIZE 1/2 page

Frequency pricing and custom-program proposals available upon request. All rates are net.
No two cooks are the same, so their tools shouldn’t be, either. SMEG understands this, and strives to combine chef-quality performance with retro-style 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.
**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.