

taste OF THE south

2026 MEDIA KIT





taste OF THE south

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.

Audience

Print

75,000

Frequency

6x



Digital

688,000



Total

763,000



OWN THEIR HOME

94.6%

RETIRED

66.1%

FEMALE

93.8%

AVERAGE HOUSEHOLD
INCOME

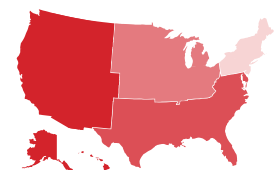
\$122.4K

AVERAGE AGE

60.9 years

MARRIED

67.9%



SOUTH 57%

WEST 12%

MIDWEST 19%

NORTHEAST 12%

Print: Publisher's 2025 Statement of Ownership;
Digital: GA4, HubSpot and Meta, 2025; Ruzinsky
Research Hoffman Media, LLC 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 Subscriber Study

2026 Editorial Calendar

JANUARY/FEBRUARY: THE PURE COMFORT ISSUE

MATERIALS DUE: 11/21/25 ON SALE: 1/13/26

Visiting Tallahassee, FL • Southern Biscuits
Ultimate Chocolate Chip Cookies • Galentine's Day Menu
Sunday Roasts in Cast Iron • Small Town Winter Escapes
Hot Sauce • New Ways with Bananas Foster • Live Fire Restaurants

MARCH/APRIL: THE SMALL-TOWN ISSUE

MATERIALS DUE: 1/16/26 ON SALE: 3/17/26

Visiting Muscle Shoals, AL • Slow Cooker Suppers
Crawfish Dishes • Pound Cakes • Family Reunion Essentials
Brunch Menu • Southern Small Towns • Jazzed Up Boxed Mix Desserts
New Ways with Pimiento Cheese • Old Fashioned Drugstore Joints

MAY/JUNE: THE GOING COASTAL ISSUE

MATERIALS DUE: 3/13/26 ON SALE: 5/12/26

Visiting Eastern Shore, VA • Grilling Recipes • Shrimp Dishes
Ice Cream Pies • Father's Day Catfish Fry • Cobblers and Crisps
Essential Beach Towns • Jams and Preserves • Baked Beans
Seafood Shacks

JULY/AUGUST: THE SOUTHERN MADE ISSUE

MATERIALS DUE: 5/15/26 ON SALE: 7/14/26

Visiting Eureka Springs, AR • Low Cook- and No Cook-Meals
Taste 50 Awards—The Best Southern Flavors, Destinations, and Products
July 4th Party • Grilled Pizzas • Jello Recipes
New Ways with Strawberry Cake • Roadside Essentials

SEPTEMBER/OCTOBER: THE TAILGATING ISSUE

MATERIALS DUE: 7/17/26 ON SALE: 9/15/26

Visiting Texas Towns • Air Fryer Recipes • Tailgating Dishes
Fall Sheet Cakes • Kids Halloween Party • Cheesy Cast-Iron Recipes
Can't-Miss Tailgating Hot Spots • Dishes Incorporating Condensed Milk
Must-Try Pulled Pork • Can't-Miss Barbecue

NOVEMBER/DECEMBER: THE CHRISTMAS PAST ISSUE

MATERIALS DUE: 9/11/26 ON SALE: 11/10/26

Visit Blue Ridge, GA, for the Holidays • Sheet Pan Suppers
Holiday Sides Old-Fashioned Candies • Christmas Dinner
Recipes on the Griddle Festive Holiday Small Towns
Peppermint Sweets • New Ways with Ambrosia • Holiday Experiences

**Calendar subject to change.*

Print Advertising

ADVERTISING RATES

COVER 2 (Inside Front)	\$7,941
SPREAD	\$6,807
COVER 4 (Back Cover)	\$5,672
FULL PAGE	\$4,538
2/3 PAGE	\$3,241
1/2 PAGE	\$2,594
1/3 PAGE	\$2,107
1/4 PAGE	\$1,621

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

Advertisements run on digital editions at no additional charge. Option to include a hyperlink to direct readers to advertiser website.

Marketplace

The *Taste of the South* marketplace section answers the most frequent question: **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 \$1,042 **SIZE 1/2 page**

RATE \$579 **SIZE 1/4 page**

Frequency pricing and custom-program proposals available upon request. All rates are net.

SUBMITTED ARTWORK

For print advertising, contact:

KIMBERLY LEWIS
klewis@hoffmanmedia.com

JACOB CAREY
jcarey@hoffmanmedia.com

SALES INFORMATION

For sales inquiries, contact:

AMY ROBERTSON
arobertson@hoffmanmedia.com

Digital Opportunities

Sponsored Newsletters

Newsletter Ads

Newsletter Mentions

Web Ads

Blog Posts

Social Posts, Reels & Stories

Collaborative and dark ad options available

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.

DIGITAL 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 42 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.