


# Southern home



 hoffmanmedia

MEDIA KIT 2025



## PRINT

Total Distribution (Frequency 6x)

**300,000**

## DIGITAL

Average Monthly Web Sessions

**15,000**

E-Newsletter Subscribers

**19,000**

## SOCIAL

Total Following

**379,000**

Facebook 18,000 | Instagram 261,000 | Pinterest 11,000

## TOTAL AUDIENCE:

**698,000**

Readers Per Copy

**4**



“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 antiques and garden shows, and high-end interior design centers.”

Sources-Print: Publisher's 2023 Statement of Ownership; Digital and Social: GA4 and Sprout Social, 2023-2024



## DEMOGRAPHIC

*Own Their Home*

**94.3%**

*Female*

**89.7%**

*Average Age*

**61**

*Married*

**66.7%**

*Average HHI*

**\$219,000**

*Average Home Value*

**\$500K**

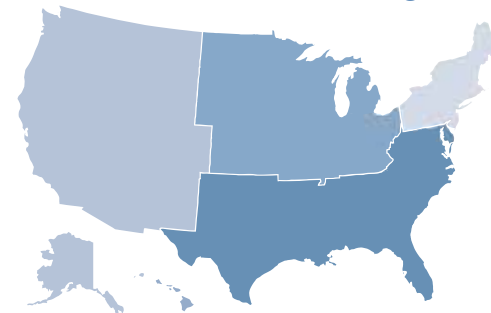
*Own Multiple Homes*

**27%**

*Median Net Worth*

**\$1,000,000+**

## READERSHIP



**SOUTH 70%**

**WEST 11%**

**MIDWEST 11%**

**NORTHEAST 8%**

Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study

PRINT AUDIENCE



HAVE TAKEN AN ACTION AS A RESULT  
OF READING THE PUBLICATION

**93%**

PLAN TO DECORATE OR RENOVATE

**88%**

ARE WILLING TO PAY MORE FOR  
QUALITY PRODUCTS

**85%**

SAVE THE MAGAZINE FOR FUTURE  
REFERENCE

**83%**

PLAN TO PURCHASE HOME DECOR  
OR FURNITURE

**72%**

VISITED AN ADVERTISER'S WEBSITE

**41%**

HAVE HIRED AN INTERIOR DESIGNER

**41%**

PLAN TO PURCHASE OUTDOOR FURNITURE

**33%**

PLAN TO PURCHASE ANTIQUES

**32%**

*Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study*

JANUARY | FEBRUARY

*Before and After*

ON SALE: 1.7.25

AD/MATERIAL CLOSE: 11.1.24

MAY | JUNE

*Outdoor Oasis*

ON SALE: 5.6.25

AD/MATERIAL CLOSE: 3.11.25

SEPTEMBER | OCTOBER

*Timeless Elegance*

ON SALE: 9.2.25

AD/MATERIAL CLOSE: 7.8.25

MARCH | APRIL

*Color Masterclass*

ON SALE: 3.11.25

AD/MATERIAL CLOSE: 1.14.25

JULY | AUGUST

*Summer Retreats*

ON SALE: 7.8.25

AD/MATERIAL CLOSE: 5.13.25

NOVEMBER | DECEMBER

*Southern Charm*

ON SALE: 11.4.25

AD/MATERIAL CLOSE: 9.9.25



IN EACH ISSUE

On Trend  
Designer Q&A  
Style Library  
Antiques Obsession

Architecture Journal  
Refined Retreats  
Destinations  
Color Crush



## 2025 Page Rates

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<b>COVER 2</b> (Inside Front).....	\$7,581
<b>SPREAD</b> .....	\$6,730
<b>COVER 4</b> (Back Cover).....	\$5,608
<b>FULL PAGE</b> .....	\$4,486



## AD SIZES

### Spread

18.5" x 11.125"

### Full Page

9.25" x 11.125"

### ½ Page (Horizontal)

8" x 4.75"

### ¼ Page

3.875" x 4.875"

**PUBLICATION TRIM SIZE:** 9" x 10.875"

**SAFETY:** 0.25" from trim on all sides

**BLEED:** 0.125" beyond trim on all sides

**IMAGE RESOLUTION:** 300 dpi

**COLOR SPACE:** CMYK only; no spot color or RGB



## ACCEPTABLE FILE FORMATS

We accept press-ready PDFs, JPGs, or TIFFs. All PDFs should have fonts and high-resolution images embedded in file. Ensure that all elements are CMYK, are a minimum of 300 dpi, and are 100% in size.

## PROOFS

For ease of delivery, low-resolution proofs will be sent via email to customers after processing. Please note that final advertisements will be sent to the printer in a high-resolution format. Please ensure that you check your proof for any spelling, grammatical, and factual errors before signing off on it.

### COMMON ERRORS

- Incorrect dimensions
- Text outside the safety area
- Non-bleed ads that bleed (and vice versa)
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space
- Position marks or color bars in the live area

### NOTE

Last-minute ads or late changes increase the chance of print error. Please deliver ads before deadlines to ensure time for proofs and revisions. Any late ad intervention requested by the advertiser or printer may result in additional charges to the advertiser.

## CONTACT INFORMATION

### For submitting print advertising:

For print ad creative 10MB or less, send directly to **Jacob Carey, [jcarey@hoffmanmedia.com](mailto:jcarey@hoffmanmedia.com)**. We accept any size file via Dropbox or WeTransfer.

### For more sales information:

Contact **Amy Robertson, [arobertson@hoffmanmedia.com](mailto:arobertson@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 **\$845**..... SIZE **¼ page**

RATE **\$1,526**.. SIZE **½ page**

Extend your reach with digital and social media placements.

Discounts available with purchase of a full year.





## Fabulous Finds

The editors of *Southern Home* have launched a special section to feature the latest products for home and garden.



### Package available:

**\$1,595**—Inclusion in (1) issue and live link at [southernhomemagazine.com](http://southernhomemagazine.com), (1) carousel social media post and (1) *Southern Home* e-newsletter mention.

**Jan/Feb**  
*Kitchen Essentials*

**March/April**  
*Color Pop*

**May/June**  
*In The Garden*

**July/Aug**  
*Outdoor Rugs*

**Sept/Oct**  
*What's Old Is New Again*

**Nov/Dec**  
*Guest Rooms*

Advertorials can bridge the gap between editorial and marketing. Written in the *Southern Home* editorial voice, they reach readers on a deeper level. Leverage our experienced editorial team to bring your content ideas to life. Pricing available upon request.

SPONSORED CONTENT

## High Style Meets Performance

THE LOOK OF NATURAL SHELLSTONE, WITHOUT THE MAINTENANCE.

The premier provider of quality porcelain products, Savannah Stone Source continues to deliver stylish yet practical options. Born out of a centuries-old building technique, the Old World Tabby collection has reimaged the use of shellstones with modern technology to recreate uniquely coastal looks in porcelain. This collection is equally suited for stately interiors as well as outdoor living spaces. Coral White and Coral Nero, the newest offerings in the collection, expand the design options. Coral White is a classic interpretation of the authentic Florida keystone coral, quarried in South Florida for centuries. Coral Nero evokes a dignified and bold stance that complements many color palettes. With a total of three designs in nine shades to choose from in the Old World Tabby collection, the options are unlimited to make your project unique.



Coral Nero Paver



Coral Select Paver



Coral Select Tile

### Old World Tabby Collection

- Shellstone-inspired pavers in quality porcelain that will maintain its appearance for life.
- Collection includes oyster, coral, and reef inspired porcelain in nine neutral shades.
- A low-maintenance product that is mold- and mildew-resistant.
- Perfect for interiors and exteriors.
- Several traditional paver sizes available, along with matching tile and coping.



### OLD WORLD TABBY | CORAL COLLECTION

Recreating uniquely coastal looks in porcelain



Find your local dealer | (843) 548-7799 | [www.savannahstonesource.com](http://www.savannahstonesource.com)

SPONSORED CONTENT

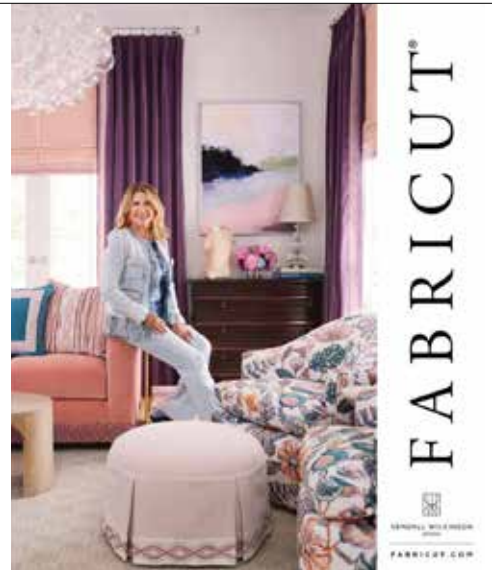


## Details Make the Difference

COORDINATING FABRICS AND DETAILED TRIMMINGS OFFER UNLIMITED DESIGN OPTIONS.

Kendall Wilkinson's new Virginia collection for Fabriticut explores the beauty of small details that have the power to make a big impact. Inspired by Kendall's love of fabrics and fibers, this distinctive collection offers a modern interpretation of traditional motifs that are perfect for small statement spaces and large living areas. Geometric and botanical-inspired designs weave layers of character and depth for exceptional quality. The collection includes 21 fabric patterns in three color books and an eco-friendly cotton velvet in 29 colors. New detailed trimmings in complementary colors add the perfect finishing touch. The Virginia collection offers endless pairings to create effortless yet transformative designs.

Visit [fabriticut.com](http://fabriticut.com) or contact your local Fabriticut Sales Representative or showroom to learn more about the collection. [fabriticut.com](http://fabriticut.com)



SPONSORED CONTENT



Make your kitchen happy—trust SMEG's practical, yet stylish products to make life easier, while adding counter appeal.

Not two cooks are the same, so their tools shouldn't be, either. SMEG understands this, and aims to combine chef-quality performance with retro-style design. And now, they're expanding their line to help more culinary enthusiasts complete their passions. From coffee machines, to blenders, mixers, toasters, and more, SMEG has the perfect small appliance in your favorite color for your lifestyle. Choose their advanced cookware line that is available in a variety of sizes and hues. All pans and pots are compatible with gas, ceramic, and induction cooktops, and are also oven-and-dishwasher-safe. Last, but certainly not least, SMEG's hand-crafted vintage handle black fixtures feature knurled engraved with German stainless steel blades and handles, that fit in an iconic round base, wrapped in SMEG's trademark colorful powder-coated carbon steel. To find the right products for you, visit [smegusa.com](http://smegusa.com).

Facebook and Instagram icons.



### A new range of possibilities.

Introducing the Smeg® Range Series, where tradition, Italian styling, elegance, with high quality raw materials and state-of-the-art technology, all powerful choices to any gas, color or fuel system, resulting in technologically flawless.

Made in Italy. *Safety*

Designer more, including SMEG's new line of cookware. Designer night, at smegusa.com.



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## DIGITAL OPTIONS

### **Custom Social Campaigns:**

Programs can include Instagram and Facebook posts, Instagram Stories, dark posts, etc.  
Prices available upon request.

**Sponsored Newsletters:** per newsletter

**Newsletter Box Ad:** per newsletter

**Newsletter Mention:** per newsletter

## SOUTHERNHOMEMAGAZINE.COM

### **Banner Ads:**

(300x250 and 728x90 sizes)

### **Blog Post:**

Social Posts, Reels & Stories—collaborative and dark ad options available

### **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.

## DIGITAL AD SPECS:

**Max File Size:** 200KB

**Acceptable File Types:** .html .png .jpg .jpeg .gif .js .css