

# Southern Lady



2025 MEDIA KIT



## PRINT

Total Distribution (Frequency 6x)

**120,000**

## DIGITAL

Average Monthly Web Sessions

**27,000**

E-Newsletter Subscribers

**46,000**

## SOCIAL

Total Following

**379,000**

Facebook 60,000 | Instagram 279,000 | Pinterest 40,000

TOTAL AUDIENCE:

**572,000**



“Southern Lady celebrates the unique and cherished traditions that define our region, from gracious living and timeless décor to elegant entertaining and grand getaways across the South.”

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



## DEMOGRAPHIC

*Female*

**99.2%**

*Average Age*

**62.5**

*Average HHI*

**\$168,700**

*Own Their Home*

**94.2%**

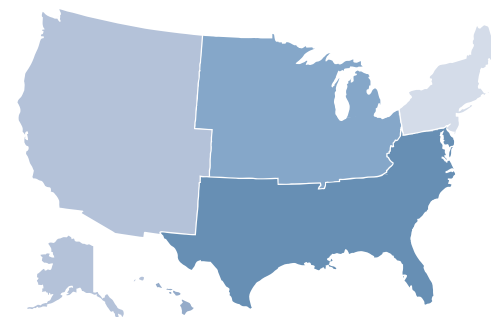
*Married*

**89.5%**

*Retired*

**70%**

## READERSHIP



**SOUTH 73%**

**WEST 3%**

**MIDWEST 12%**

**NORTHEAST 8%**

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

PRINT AUDIENCE



HAVE TAKEN AN ACTION  
AS A RESULT OF READING  
THE PUBLICATION

**96%**

ARE CONSIDERED  
REGULAR READERS

**95%**

SAVE THE MAGAZINE  
FOR FUTURE REFERENCE

**79%**

CUT OUT OR USED A RECIPE

**77%**

USED FEATURED  
TABLETOP IDEAS

**50%**

ARE WILLING TO PAY MORE  
FOR QUALITY PRODUCTS

**97%**

GAIN INSPIRATION FROM  
MAGAZINES WHEN  
DECORATING OR REMODELING

**94%**

DECORATED THEIR  
HOME IN THE PAST  
12 MONTHS

**74%**

PREFER ANTIQUES

**67%**

ARE BAKING

**84%**

ARE GARDENING

**75%**

READ FOR PLEASURE

**81%**

PURCHASED JEWELRY

**69%**

ARE ENJOYING  
OUTDOOR ACTIVITIES

**75%**

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

**JANUARY/FEBRUARY: OUR LOWCOUNTRY ISSUE  
ON SALE: 1/7/25**

- Grand Getaways: The Wentworth Mansion (SC)
- Charleston restaurant guide
- Road trip through the Lowcountry
- Collectible oyster plates and cordial glasses
- Lowcountry fashions and décor
- Tour a home on Hilton Head Island, SC
- Valentine's Day tea & New Year's brunch
- Winter citrus recipes
- Southern Spotlights: Renee Fabrikant, Urban Garden Prints, Southern Tribute

>> **Product integration opportunity:**  
**New Looks for the New Year**

>> **Travel integration: Winter Escapes**

**Materials deadline\* = 11/15/24**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 11/1/24.*

**MARCH/APRIL: OUR ENTERTAINING ISSUE  
ON SALE: 3/4/25**

- Grand Getaways: Half-Mile Farm (NC)
- New Looks for old china
- Delftware collectibles
- Tour a home in Tennessee designed by Debbie Mathews
- Decorating with daffodils and tulips
- Periwinkle-hued fashions and décor
- Ladies' spring luncheon
- Easter entertaining ideas
- Spring herbs recipes
- Southern Spotlights: Half Past Seven, 86 Cannon Inn, Kelsey Barnard Clark's *Southern Get-Togethers* book

>> **Product integration opportunity: Entertaining Essentials & Hostess Gifts**

>> **Travel integration: Girlfriend Getaways**

**Materials deadline\* = 1/9/25**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 12/13/24.*

**MAY/JUNE: OUR KENTUCKY ISSUE  
ON SALE: 4/29/25**

- Grand Getaways: The Brown Hotel (KY)
- Decorating with vintage silver and jadeite
- Road trip through Bluegrass Country
- Tour a beautiful Kentucky home
- Mother's Day brunch
- Equestrian-themed fashions, décor, and gifts
- Supper in a rose garden
- Classic Kentucky recipes
- Southern Spotlight: For Pete's Sake Pottery

>> **Product integration opportunity:**

**Mother's Day Gifts**

>> **Travel integration: Historic Hideaways**

**Materials deadline\* = 3/7/25**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 2/21/25.*

**JULY/AUGUST: OUR WATERFRONT LIVING ISSUE  
ON SALE: 7/1/25**

- Grand Getaways: Montage Palmetto Bluff (SC)
- Tour an inspiring waterside home
- Fourth of July entertaining
- Coastal fashions and décor
- Beachfront tablescape
- Styling with succulents
- Summer melon recipes
- Southern Spotlight: Henderson Beach Resort

>> **Product integration opportunity:**

**Summer Travel Must-Haves**

>> **Travel integration: Summer Escapes**

**Materials deadline\* = 5/2/25**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 4/16/25.*

**SEPTEMBER/OCTOBER: OUR ANTIQUES ISSUE  
ON SALE: 9/9/25**

- Grand Getaways: Primland Resort (VA)
- Sunday supper with heirloom china
- Styling with antiques in every room
- Roundup of Southern antiques shows and festivals
- Decorating with pumpkins
- Fall harvest recipes

>> **Product integration opportunity: Antique and Vintage Style**

>> **Travel integration: Small-Town Gems**

**Materials deadline\* = 7/18/25**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 6/13/25.*

**NOVEMBER/DECEMBER: OUR HOLIDAY ISSUE  
ON SALE: 11/4/25**

- Grand Getaways: The Windsor Court (LA)
- Christmas entertaining and decorating
- Southern homes dressed for the season
- A Champagne-inspired soiree
- Handmade Christmas ideas
- Recipes for "Goodies to Give"
- Set a table for holiday teatime

>> **Product integration opportunity: Holiday Gifts**

>> **Travel integration: Holidays Around the South**

**Materials deadline\* = 9/12/25**

*\*If products will be styled and photographed by Southern Lady, they must arrive at our office by 8/29/25.*

*\*Calendars subject to change.*



## PRINT RATES

<b>C2 (Inside front)</b>	\$15,382
<b>Spread</b>	\$12,818
<b>C4 (Back Cover)</b>	\$10,072
<b>Full Page</b>	\$7,325
<b>2/3 Page</b>	\$5,860
<b>1/2 Page</b>	\$4,761
<b>1/3 Page</b>	\$3,662
<b>1/4 Page</b>	\$2,838

**Southern Lady** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

### **Business Reply Card, Outsert/Polybag, and Insert**

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.

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

## AD SIZES

### **Spread (with bleed)**

16.25" x 10.75"

### **Full Page**

7.875" x 10.5"

### **Full Page (with bleed)**

8.125" x 10.75"

### **2/3 Page**

4.375" x 9.375"

### **1/2 Page (Horizontal)**

6.875" x 4.625"

### **1/3 Page (Square)**

4.5" x 4.625"

### **1/3 Page (Horizontal with bleed)**

2.9375" x 10.75"

### **1/3 Page (Vertical)**

2.1875" x 9.375"

### **1/4 Page**

3.375" x 4.625"

**PUBLICATION TRIM SIZE:** 7.875" x 10.5"

**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).**





# Southern Lady MARKETPLACE

It's no secret readers are constantly on the hunt for hidden gems and new finds. This section will appear in each issue and feature up to two pages of beautiful products perfect for *Southern Lady* enthusiasts.



Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

½ page	\$1,391
¼ page	\$773

**Extend your reach with digital and social media placements.**  
**Discounts available with purchase of a full year.**





# Southern Lady

## FAVORITE FINDS

The editors of *Southern Lady* have launched a special section to answer the most frequent question asked by readers: **What are your favorite products?**



### Two packages available:

**\$4,995**—Inclusion in (3) issues and live links at [southernladymagazine.com](http://southernladymagazine.com), (3) carousel social media posts and (3) *Southern Lady* e-newsletter mentions (1 per issue) with (3) styled product shots for partner's use.

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



## DIGITAL OPTIONS

- **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 *Southern Lady's* 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



**Book Publishing**



**Advertorial Content**



**Events, Test Kitchen Partnerships, Recipe Development**

# 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.

<https://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.*