

taste OF THE south

2025 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

Total Distribution
90,000
Frequency
6x

Digital

Average Monthly Web Sessions
67,194

E-newsletter Subscribers
50,142

Social

f Facebook 307,947
@ Instagram 236,839
p Pinterest 26,246
Total Following
571,032

OWN THEIR HOME

94.6%

RETIRED

66.1%

FEMALE

93.8%

AVERAGE HOUSEHOLD INCOME

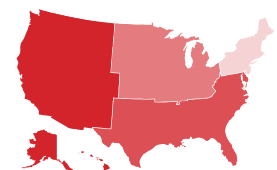
\$122.4K

AVERAGE AGE

60.9 years

MARRIED

67.9%



SOUTH 57%

WEST 12%

MIDWEST 19%

NORTHEAST 12%

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

2025 Editorial Calendar

JANUARY/FEBRUARY: SOUTHERN ICONS
MATERIALS DUE: 10/25/24 ON SALE: 12/24/24

MARCH/APRIL: SMALL TOWN
MATERIALS DUE: 1/14/25 ON SALE: 2/25/25

MAY/JUNE: FLORIDA ISSUE
MATERIALS DUE: 2/13/25 ON SALE: 4/23/25

JULY/AUGUST: SOUTHERN MADE
MATERIALS DUE: 4/18/25 ON SALE: 6/25/25

SEPTEMBER/OCTOBER: TAILGATING
MATERIALS DUE: 6/10/25 ON SALE: 8/13/25

NOVEMBER/DECEMBER: HOLIDAY BAKING
MATERIALS DUE: 8/6/25 ON SALE: 10/15/25

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

COVER 2 (Inside Front).....	\$7,851
SPREAD	\$6,730
COVER 4 (Back Cover).....	\$5,608
FULL PAGE	\$4,486
2/3 PAGE	\$3,205
1/2 PAGE	\$2,564
1/3 PAGE	\$2,083
1/4 PAGE	\$1,602

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 **\$1,030**..... SIZE **1/2 page**

RATE **\$572**..... 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 41 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.