

# 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  
**📌 Pinterest** 26,246  
**Total Following**  
571,032

### OWN THEIR HOME

**94.6%**

### RETIRED

**66.1%**

### FEMALE

**93.8%**

### AVERAGE HOUSEHOLD INCOME

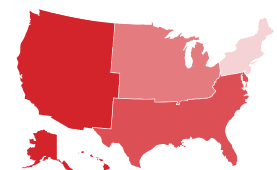
**\$122.4K**

### 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 ISSUE**

MATERIALS DUE: 11/15/24 ON SALE: 1/7/25

The Best Essential Southern Recipes  
Exploring the Heart of the Mississippi Blues Trail  
Valentine's Dinner for Two • Cast Iron Sunday Supper  
New Ways with Hoppin' John • Perfecting the Old-Fashioned  
Cooking Class: Butter Swim Biscuits

### **MARCH/APRIL: SMALL TOWN ISSUE**

MATERIALS DUE: 1/24/25 ON SALE: 3/18/25

Best Destinations for That Small-Town Feeling  
Baking with Strawberries • Iconic Small-Town Recipes  
Family-Favorite Spring Picnic Dishes  
Comforting Cast Iron Spring Chicken Mains  
New Ways with Orange Rolls • Can't-Miss Southern Boutique Hotels

### **MAY/JUNE: THE FLORIDA ISSUE**

MATERIALS DUE: 3/21/25 ON SALE: 5/13/25

Cuban Menu • Insider's Guide to Jacksonville  
Seafood Dishes to Start the Summer • Master the Mint Julep  
Recipes with Fresh Florida Produce (Tomatoes, Berries, and More)  
New Ways with Key Lime Pie • Florida's Best Seafood Destinations

### **JULY/AUGUST: SOUTHERN MADE ISSUE**

MATERIALS DUE: 5/16/25 ON SALE: 7/8/25

Taste 50 Awards—*The Best Southern Flavors, Destinations, and Products*  
Experience Fayetteville, West Virginia, and Explore the Newest National Park  
Cooking with Ripe Peaches • Cast-Iron Skillet Cookies  
Cool Main Dish Salads

### **SEPTEMBER/OCTOBER: THE TAILGATING ISSUE**

MATERIALS DUE: 7/18/25 ON SALE: 9/9/25

Weeknight Chili Recipes • Kicked-Up Game Day Snack Mixes  
Crave-Worthy Wings • Fan-Favorite Southern Football Traditions  
New Ways with Pecan Pie • Cooking and Baking with Bourbon  
Cooking Class: Perfect Piecrusts

### **NOVEMBER/DECEMBER: ULTIMATE HOLIDAY BAKING ISSUE**

MATERIALS DUE: 9/19/25 ON SALE: 11/11/25

Visit Lexington, Kentucky, for the Holidays • Best-Yet Christmas Cookies  
One-Pan Meals • Christmas Eve Appetizer Favorites  
Season's Best Baking: Breads, Twists, Rolls, Pull-Apart Loaves, and More  
Make-Ahead Breakfasts • New Ways with Pecan Pies

\*Calendar subject to change.

## Print Advertising

### ADVERTISING RATES

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

### AD SPECS

<b>TRIM SIZE</b> .....	7.875" x 10.5"
<b>FULL PAGE</b> .....	8.125" x 10.75" <i>(bleed only)</i>
<b>2/3 PAGE</b> .....	4.375" x 9.375"
<b>1/2 PAGE (H)</b> .....	6.875" x 4.625"
<b>1/3 PAGE (SQ)</b> .....	4.5" x 4.625"
<b>1/3 PAGE (H)</b> .....	2.9375" x 10.75" <i>(bleed only)</i>
<b>1/3 PAGE (V)</b> .....	2.1875" x 9.375"
<b>1/4 PAGE</b> .....	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](mailto:klewis@hoffmanmedia.com)

**JACOB CAREY**  
[jcarey@hoffmanmedia.com](mailto:jcarey@hoffmanmedia.com)

### SALES INFORMATION

For sales inquiries, contact:

**AMY ROBERTSON**  
[arobertson@hoffmanmedia.com](mailto: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/](http://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.*