

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

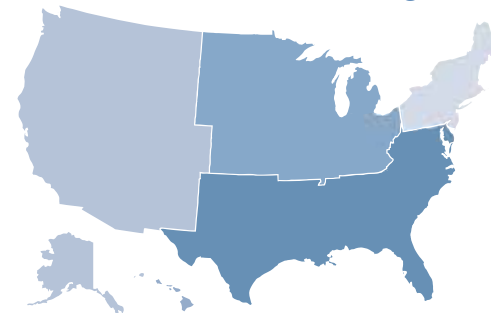
Own Multiple Homes

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: 11.4.24

MAY | JUNE

Outdoor Oasis

ON SALE: 5.6.25

AD/MATERIAL CLOSE: 3.14.25

SEPTEMBER | OCTOBER

Timeless Elegance

ON SALE: 9.2.25

AD/MATERIAL CLOSE: 7.11.25

MARCH | APRIL

Color Masterclass

ON SALE: 3.11.25

AD/MATERIAL CLOSE: 1.17.25

JULY | AUGUST

Summer Retreats

ON SALE: 7.8.25

AD/MATERIAL CLOSE: 5.16.25

NOVEMBER | DECEMBER

Southern Charm

ON SALE: 11.4.25

AD/MATERIAL CLOSE: 9.12.25



IN EACH ISSUE

On Trend
Designer Q&A
Style Library
Antiques Obsession

Architecture Journal
Refined Retreats
Destinations
Color Crush



2025 Page Rates

COVER 2 (Inside Front).....	\$7,581
SPREAD	\$6,730
COVER 4 (Back Cover).....	\$5,608
FULL PAGE	\$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**. We accept any size file via Dropbox or WeTransfer.

For more sales information:

Contact **Amy Robertson, 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, (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

SPONSORED CONTENT

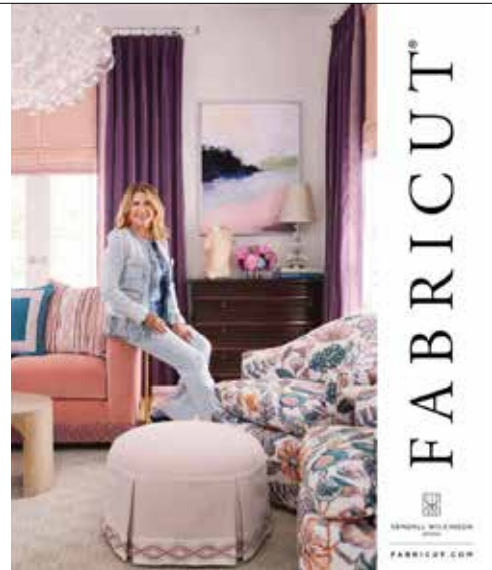


Details Make the Difference

COORDINATING FABRICS AND DETAILED TRIMMINGS OFFER UNLIMITED DESIGN OPTIONS.

Kendall Wilkins's new Virginia collection for Fabrics explores the beauty of small details that have the power to make a big impact. Inspired by Kendall's love of fabrics and trend, 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 fabrics.com or contact your local Fabrics Sales Representative or showroom to learn more about the collection. fabrics.com



SPONSORED CONTENT



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

No 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 explore 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-style handle black fixtures are engineered with German stainless steel blades and handles, that fit in an iconic metal base, wrapped in SMEG's trademark colorful powder-coated carbon steel.

To find the right products for you, visit smeg.com.

Facebook Instagram



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, it provides choice to any gas, color or fuel source, versatility is built-in to its fabric.

Made in Italy. *Safety*

Discover more, including SMEG's new line of products. Download right, or smeg.com.

SMEG® (Smegma) is a registered trademark of SMEG S.p.A.

© 2018 SMEG S.p.A. All rights reserved.





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