

Southern home

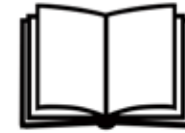


 hoffmanmedia

MEDIA KIT 2026



PRINT
300,000

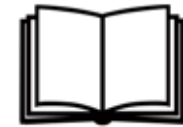


Frequency: 6x

DIGITAL
415,000



TOTAL
715,000



“
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 2025 Statement of Ownership; Digital: GA4, HubSpot, and Meta, 2025



DEMOGRAPHIC

Own Their Home

94.3%

Female

89.7%

Average Age

61

Married

66.7%

Average HHI

\$219,000

Average Home Value

\$500K

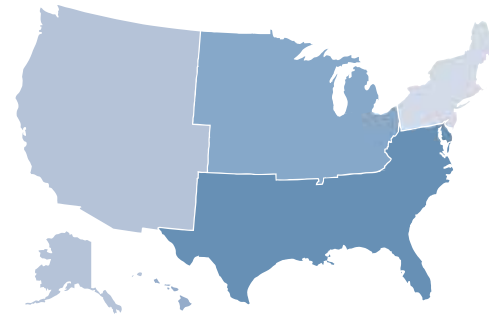
Own Multiple Homes

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: 1.6.26

AD/MATERIAL CLOSE: 11.10.25

MAY | JUNE

Outdoor Oasis

ON SALE: 5.5.26

AD/MATERIAL CLOSE: 3.5.26

SEPTEMBER | OCTOBER

Timeless Elegance

ON SALE: 9.1.26

AD/MATERIAL CLOSE: 7.2.26

MARCH | APRIL

Color Masterclass

ON SALE: 3.10.26

AD/MATERIAL CLOSE: 1.8.25

JULY | AUGUST

Summer Retreats

ON SALE: 7.7.26

AD/MATERIAL CLOSE: 5.7.26

NOVEMBER | DECEMBER

Southern Charm

ON SALE: 10.27.26

AD/MATERIAL CLOSE: 8.21.26



IN EACH ISSUE

*On Trend
Designer Q&A
Style Library
Antiques Obsession*

*Architecture Journal
Refined Retreats
Destinations
Color Crush*



2026 Page Rates

COVER 2 (Inside Front).....	\$7,941
SPREAD	\$6,807
COVER 4 (Back Cover).....	\$5,672
FULL PAGE	\$4,538



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 **Kimberly Lewis, klewis@hoffmanmedia.com**. We accept any size file via Dropbox or WeTransfer.

For more sales information:

Contact **Sibyl de St Aubin, sdestaubin@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 **\$855**..... SIZE **¼ page**

RATE **\$1,544** 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:

\$1,695—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

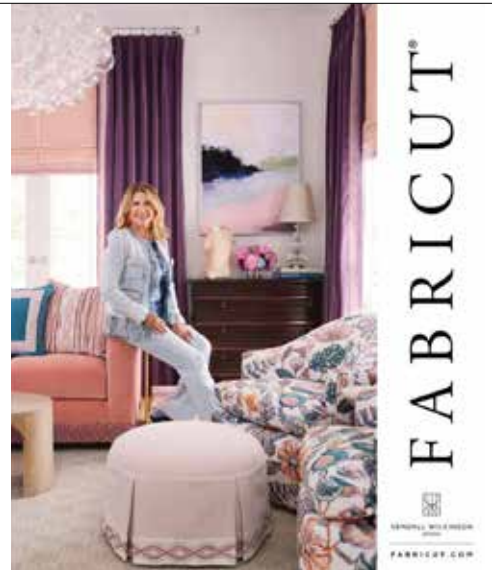


Details Make the Difference

COORDINATING FABRICS AND DETAILED TRIMMINGS OFFER UNLIMITED DESIGN OPTIONS.

Kendall Wilkinson's new Virginia collection for Fabricut 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 Fabricut online or contact your local Fabricut Sales Representative or showroom to learn more about the collection. Fabricut.com



SPONSORED CONTENT



Cooking in Color

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 conquer 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 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.

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, all powerful choices to any gas, color or fuel system, resulting in technologically flawless.

Made in Italy. *Safety*

Discover more, including SMEG's new line of cookware. Download right, or smegusa.com.

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DESIGNER SPOTLIGHT

IN PARTNERSHIP



Traditional Style with a Playful Twist

Grace Frederick Design
 Founder, Grace Frederick

Founded in 2016, Grace Frederick Design quickly made a name for itself with interiors that balance timeless tradition and joyful individuality. Based on Johns Island, just outside Charleston, South Carolina, designer Grace Frederick brings a spirited Southern sensibility to every project—anchored in classic design but never too serious. “We create spaces that are layered, livable, and exciting,” she says. “Sophisticated, but always with soul.” Grace’s path to interiors started with a childhood spent trailing her mother through antiques shops and developed an eye for detail, history, and a deep love of storytelling through design. She earned a Fine Arts degree from Auburn University and transformed her passion into a career—designing

residential projects filled with inherited treasures, colorful fabrics, and curated art that feels personal, not prescribed. Her full-service firm specializes in gracious, custom-designed homes, whether they’re across town or across the globe. “Our process is highly tailored,” Grace explains. “We get to know how each family lives and then craft a design that grows with them.” That attention continues long after the install, with clients often calling on the firm for everything from holiday styling to dorm room décor. The Grace Frederick aesthetic—“traditional with a touch of whimsy”—also comes to life in her charming brick-and-mortar shop on Johns Island, The Atelier. This local favorite is filled with antiques, custom pieces, and one-of-a-kind finds. At Grace Frederick Design, it’s never just about the room, it’s about creating the backdrop for your most meaningful moments.

GRACEFREDERICKDESIGN.COM | (843) 870-1912 | 710 HALCYON LOOP, JOHNS ISLAND, SC 29455

IN PARTNERSHIP



DESIGNER SPOTLIGHT

IN PARTNERSHIP

bureau interior architecture | design
 Founder, Matt Donahoe



A Study in Contrast

At bureau interior architecture | design, Matt Donahoe crafts interiors where tension becomes harmony, and every detail tells a story of refinement.

With a vision that blends architecture and artistry, Matt Donahoe has shaped bureau interior architecture | design into a studio that’s redefining the language of interiors. From its Nashville base, the practice approaches every project holistically, treating interior architecture as the framework in which each design story begins. For Donahoe, design is a study in balance—masculine and feminine, primitive and refined—expressed through a dialogue between client, artisan, and designer. “Our connection with our clients and artisans is paramount to all else,” he says. “That collaborative effort extends to the multigenerational studio team itself, where voices come together to create layered, nuanced design narratives.

BUREAUINTERIORDESIGN.COM | (615) 982-9074



Donahoe’s own journey began in the high-pressure world of retail design and merchandising, where resilience and vision were key. He later transitioned into hospitality design before establishing his firm in Nashville after years in Los Angeles and New York. Today, bureau’s portfolio stretches across the U.S. and the Caribbean, enriched by an international sensibility. At its core, the bureau aesthetic is curated—anchored in quality craftsmanship, and a thoughtful design. “Modern architecture begs to be tempered by something unrefined, while traditional spaces require a contemporary tact,” Donahoe explains. The result is work that feels bespoke, enduring, and tactile—spaces that echo both past and present.

Though the reveal of a finished project is always rewarding, Donahoe admits his favorite moment comes earlier, during the initial presentation. “Clients beam with excitement and inspiration when they first envision their new residence,” he says. For him, the home is a headquarters for life, and the design process itself, like a marriage, is built on partnership and trust. At former English major, Donahoe often returns to a line from Kurt Vonnegut: “We have to be continually jumping off cliffs and developing our wings on the way down.” It’s a philosophy that resonates just as much with his creative practice as with running a business. For Donahoe, embracing risk is not just part of design—it’s what makes it soar.

DESIGNER SPOTLIGHT

IN PARTNERSHIP

IN PARTNERSHIP



Comfortable Elegance

Celebrating 10 years of exceptional design.

Kelly Caron Designs
 Principal, Kelly Caron

While timeless, elegant, and tailored may be adjectives to describe Kelly Caron’s style, it’s easy to see that, besides, and ending an equally descriptive list of adjectives. Taking to know my clients and learning about their lifestyle, passions, personalities, and family is ultimately the key to a great project. This is imperative when designing a home that works beautifully for the client and how they live. Kelly Caron, founder of Kelly Caron Designs, Celebrating their tenth anniversary with locations in Bluffton, South Carolina, and North Palm Beach, Florida, her team thrives on creating homes that are both beautiful and inviting. Although Caron’s team works primarily on coastal residences, their portfolio covers every design aesthetic, including hospitality projects, and extends across the U.S. Whether the client prefers a neutral palette or leans to the eclectic, Caron is an expert at mixing contemporary furnishings, antiques, and family heirlooms for a space that evokes a comfortable elegance.

“Our process starts with a meeting to understand the client’s goals, needs, and expectations,” says Caron. “We challenge every aspect of the design to ensure that it functions for everyday living, flows well for entertaining, and includes the finishing details that make for a unique project. Each phase of the design is planned from ordering to installation. We have our own receiving, inspection, and delivery team called the Design Vault. The value added benefits of this service gives the process an efficient and seamless flow.” Caron is a master at incorporating items requested by the client based on their lifestyle. The story of the home. “Our goal is for the home to reflect the client’s taste in a fresh, modern way while also incorporating cherished heirlooms and personal collections,” says Caron. “When clients say, ‘I can’t believe I live here,’ that makes my heart sing.”



PHOTOGRAPH BY [unreadable]



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](https://www.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