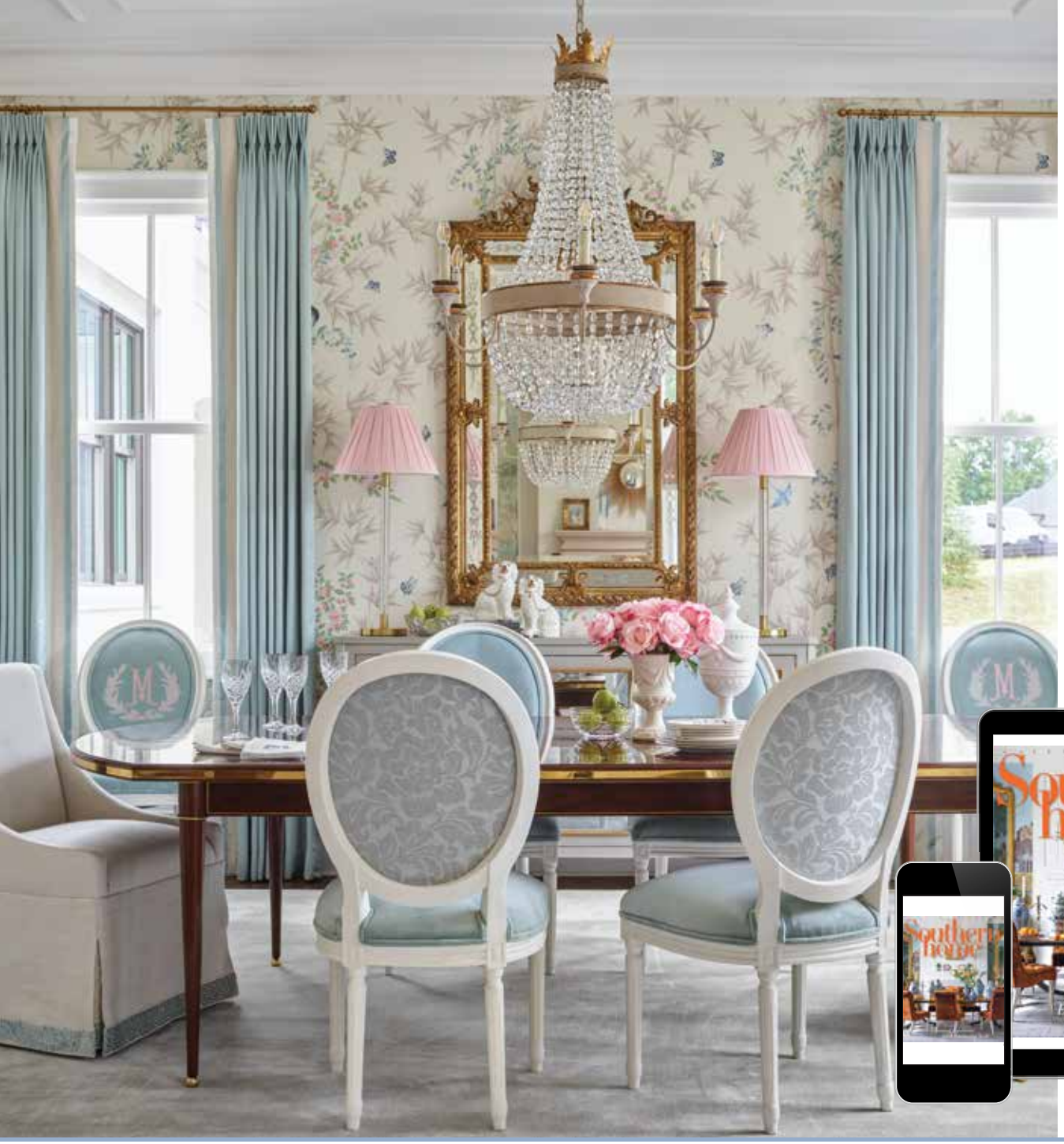
Southern home



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%

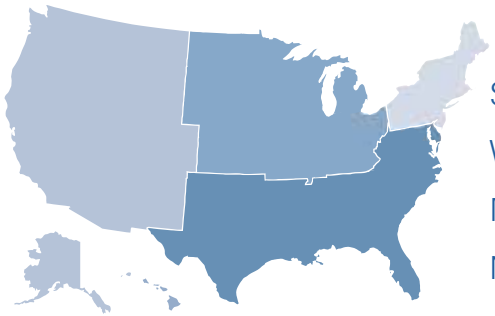
Average HHI
$219,000

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



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

MARCH | APRIL

Color Masterclass

ON SALE: 3.10.26
AD/MATERIAL CLOSE: 1.8.25

MAY | JUNE

Outdoor Oasis

ON SALE: 5.5.26
AD/MATERIAL CLOSE: 3.5.26

JULY | AUGUST

Summer Retreats

ON SALE: 7.7.26
AD/MATERIAL CLOSE: 5.7.26

SEPTEMBER | OCTOBER

Timeless Elegance

ON SALE: 9.1.26
AD/MATERIAL CLOSE: 7.2.26

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 EDITORIAL CALENDAR

hoffmanmedia



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

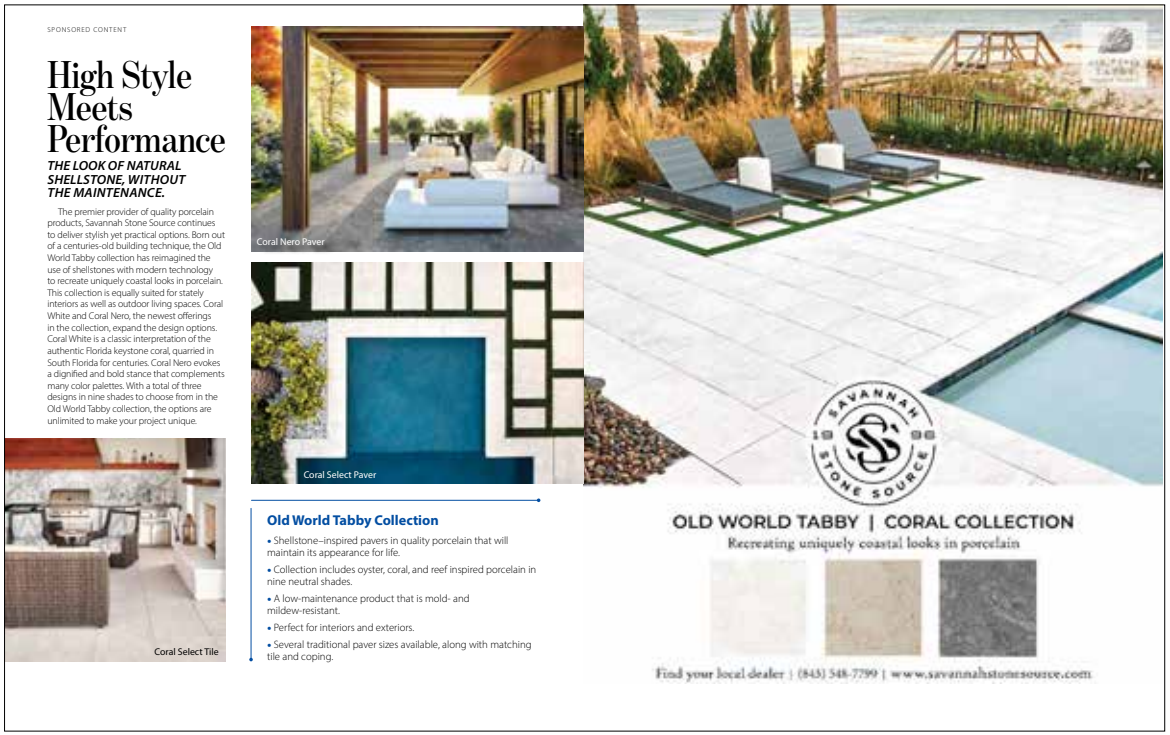
May/June
In The Garden

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.







IN PARTNERSHIP

DESIGNER SPOTLIGHT



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











This premium two-page spread positions you as a tastemaker in the world of Southern design. Through lush visuals and refined storytelling, *Southern Home* highlights your creative process, design philosophy, and the spaces that define your signature style—offering readers inspiration and you, invaluable exposure

IN PARTNERSHIP

IN PARTNERSHIP

DESIGNER SPOTLIGHT

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 ethos extends to the multigenerational studio team itself, where voices come together to create layered, nuanced design narratives.

BUREAUINTERIORDESIGN.COM (615) 892-9076









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 tropes require a contemporary flair," 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.

A 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.

IN PARTNERSHIP

IN PARTNERSHIP

DESIGNER SPOTLIGHT





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 is easy to see that fresh, livable, and inviting are equally descriptive of her interiors. "Getting 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," says 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 US. 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 exudes a comfortable elegance.

"Our process starts with a meeting to understand the clients' 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, inspections, and delivery team called The Design Vault. The value-added benefit of this service gives the process an efficient and seamless touch."

Caron is a master at incorporating items treasured by the client because it helps convey the story of the home. "Our goal is for the home to reflect the clients' taste in a fresh, modern way while also incorporating cherished heirlooms and personal collections," says Caron. "When client's say, 'I can't believe I live here,' that makes my heart sing.

PHOTOGRAPHY: KELLY CARON











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:
(300 x 250 and 728 x 90 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