# Southern Lady




## MEDIA KIT 2026




## PRINT
**87,000**

***Frequency:*** 6x

## DIGITAL
**452,000**

## TOTAL
**539,000**

*Southern Lady* celebrates the unique and cherished traditions that define our region, from gracious living and timeless décor to elegant entertaining and grand getaways across the South.

*Sources - Print: Publisher's 2025 Statement of Ownership; Digital: GA4, HubSpot and Meta, 2025; Ruzinsky Research Hoffman Media, LLC Subscriber Study*



## DEMOGRAPHIC

*Female*
**99.2%**

*Average Age*
**62.5**

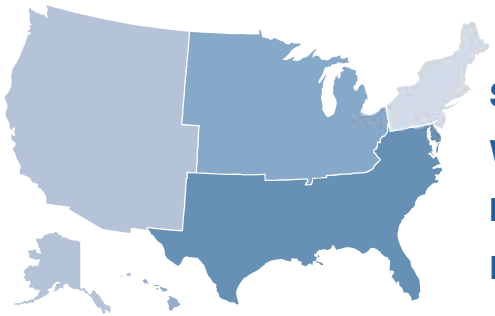
*Average HHI*
**$168,700**

*Own Their Home*
**94.2%**

*Married*
**89.5%**

*Retired*
**70%**

## READERSHIP



**SOUTH 73%**
**WEST 3%**
**MIDWEST 12%**
**NORTHEAST 8%**

*Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study*



HAVE TAKEN AN ACTION AS A RESULT OF READING THE PUBLICATION
**96%**

ARE CONSIDERED REGULAR READERS
**95%**

SAVE THE MAGAZINE FOR FUTURE REFERENCE
**79%**

CUT OUT OR USED A RECIPE
**77%**

USED FEATURED TABLETOP IDEAS
**50%**

ARE WILLING TO PAY MORE FOR QUALITY PRODUCTS
**97%**

GAIN INSPIRATION FROM MAGAZINES WHEN DECORATING OR REMODELING
**94%**

DECORATED THEIR HOME IN THE PAST 12 MONTHS
**74%**

PREFER ANTIQUES
**67%**

ARE BAKING
**84%**

ARE GARDENING
**75%**

READ FOR PLEASURE
**81%**

PURCHASED JEWELRY
**69%**

ARE ENJOYING OUTDOOR ACTIVITIES
**75%**

*Source: Ruzinsky Research, Hoffman Media, LLC. Subscriber Study*

# READER INSIGHTS

## JANUARY/FEBRUARY: OUR ANTIQUES ISSUE
## ON SALE: 1/6/26

- Contributing Editor Lydia Menzies hosts heartfelt celebrations for Valentine's Day
- Southern (C) Spotlights highlight inspiring entrepreneurs
- Light bites welcome guests for a baby shower
- Journey to Fairhope for an antiquing tour
- Creative Director Melissa Sturdivant Smith graces Seasonal Settings with a tableau inspired by the Dutch Masters
- Recipe Box simmers with soups and stews
- Beloved column A Walk to the Mailbox returns
- Staff members share their heirlooms
- Treasures abound at Kenny Ball Antiques

***>> Product integration opportunity: New Looks for the New Year***
***>> Travel integration: Winter Escapes***

**Materials deadline* = 11/13/25**

## MARCH/APRIL: THE SPRING ISSUE
## ON SALE: 3/3/26

- Pretty Things highlights gifts for the gardener
- Greet springtime with a refreshing dinner menu
- Seasonal Settings showcases exuberant blooms from Grace Rose Farm
- Escape to The Dunlin in South Carolina
- Decorated Easter eggs evoke the classic allure of Wedgwood
- Find inspiring tabletop ideas in New Looks for Old China
- Readers share their best gardening advice
- Limoges boxes bring heritage and grace
- Sample our favorite recipes for eggs

***>> Product integration opportunity: Entertaining Essentials & Hostess Gifts***
***>> Travel integration: Girlfriend Getaways***

**Materials deadline* = 1/8/26**

## MAY/JUNE: OUR WEDDING ISSUE
## ON SALE: 4/28/26

- Pretty Things: Something old, something new, something borrowed, and something blue
- Set to Serve offers a sentimental bridal lunch
- Slip away to Franklin, Tennessee, for an upscale girls' getaway
- Our favorite fashion designers dress the mother of the bride
- Sterling silver ring boxes gleam brilliantly
- Readers share their most poignant wedding memories
- Southern (C) Spotlights focus on creatives in the wedding industry
- Noted event planners share their spectacular ceremonies

***>> Product integration opportunity: Mother's Day Gifts***
***>> Travel integration: Historic Hideaways***

**Materials deadline* = 3/5/26**

## JULY/AUGUST: OUR WATERFRONT ISSUE
## ON SALE: 6/30/26

- Contributing Editor Lydia Menzies hosts the Supper Club for an unforgettable summer soirée
- We answer the call to 30A, where glistening white sands, delicious cuisine, and fabulous shopping await
- Savor a delectable seafood feast
- Seasonal Settings takes inspiration from days whiled away along the shore
- Breezy fashions add style to the golden days of summer
- Step into a lakefront home brimming with charm
- The Cloister at Sea Island promises a pampering retreat
- Favorite summer reads fill A Walk to the Mailbox

***>> Product integration opportunity: Summer Travel Must-Haves***
***>> Travel integration: Summer Escapes***

**Materials deadline* = 4/27/26**

## SEPTEMBER/OCTOBER: OUR FALL ISSUE
## ON SALE: 9/8/26

- Autumn arrives in the South with a bounty of pumpkins
- Set to Serve presents an autumn meal kissed by cranberries
- In Two Days Away, we steal away to Charleston
- Lydia Menzies welcomes the season with color and verve
- Discover the captivating charms of Middleburg, Virginia
- Tour a beautiful Virginia Horse Country home
- Savor an unforgettable fall party in Seasonal Settings
- Harvest finds shine in Pretty Things

***>> Product integration opportunity: Antique and Vintage Style***
***>> Travel integration: Small-Town Gems***

**Materials deadline* = 7/16/26**

## NOVEMBER/DECEMBER: OUR HOLIDAY DOUBLE ISSUE
## ON SALE: 11/10/26

- Pretty Things: Gift Guide
- Contributing Editor Lydia Menzies greets the season in dazzling style
- We observe Thanksgiving with an elegant menu
- A winter wedding brings romance to December
- Find inspiration among our favorite Christmas trees
- Step inside gracious Southern homes dressed for the holidays
- Look to Recipe Box for a stunning dessert that will be the centerpiece of your holiday gathering
- Prized collections add beauty to Yuletide

***>> Product integration opportunity: Holiday Gifts***
***>> Travel integration: Holidays Around the South***

**Materials deadline* = 9/17/26**

**Calendars subject to change.*




## PRINT RATES

| | |
|---|---|
| **C2** ***(Inside front)*** | $15,559 |
| **Spread** | $12,965 |
| **C4** ***(Back Cover)*** | $10,187 |
| **Full Page** | $7,409 |
| **⅔ Page** | $5,927 |
| **½ Page** | $4,815 |
| **⅓ Page** | $3,704 |
| **¼ Page** | $2,871 |

***Southern Lady*** offers readers an opportunity to pause for a moment's repose and discover a renewal of joy with every turn of the page. Romantic images combine with beautifully written text to create richly layered, compelling stories to be savored.

**Business Reply Card, Outsert/Polybag, and Insert**

Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertisement.

*Frequency pricing and custom-program proposals available upon request. All rates are net.*

## AD SIZES

**Spread *(with bleed)***
16.25" x 10.75"

**Full Page**
7.875" x 10.5"

**Full Page *(with bleed)***
8.125" x 10.75"

**⅔ Page**
4.375" x 9.375"

**½ Page (Horizontal)**
6.875" x 4.625"

**⅓ Page (Square)**
4.5" x 4.625"

**⅓ Page (Horizontal with bleed)**
2.9375" x 10.75"

**⅓ Page (Vertical)**
2.1875" x 9.375"

**¼ Page**
3.375" x 4.625"

**PUBLICATION TRIM SIZE:** 7.875" x 10.5"
**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.**





# Southern Lady MARKETPLACE

It's no secret readers are constantly on the hunt for hidden gems and new finds. This section will appear in each issue and feature up to two pages of beautiful products perfect for *Southern Lady* enthusiasts.




Space in each issue is limited, guaranteeing your latest product is front and center for a targeted, engaged audience in your ideal demographic.

| | |
|---|---|
| **½ page** | $1,407 |
| **¼ page** | $781 |

**Extend your reach with digital and social media placements.**
**Discounts available with purchase of a full year.**



# Southern Lady FAVORITE FINDS

The editors of *Southern Lady* have launched a special section to answer the most frequent question asked by readers: **What are your favorite products?**




## Two packages available:

**$4,995**—Inclusion in (3) issues and live links at southernladymagazine.com, (3) carousel social media posts and (3) *Southern Lady* e-newsletter mentions (1 per issue) with (3) styled product shots for partner's use.

**$1,595**—Inclusion in (1) issue and live link at southernladymagazine.com, (1) carousel social media post and (1) *Southern Lady* e-newsletter mention.



## DIGITAL OPTIONS

- **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 *Southern Lady*'s 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




**Book Publishing**




**Advertorial Content**









**Events, Test Kitchen Partnerships, Recipe Development**

# STORYMAKER

Throughout the past 42 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.

**https://www.hoffmanmedia.com/storymaker/**

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## OPPORTUNITIES

| | |
|---|---|
| Advertorial Content | Photography |
| Book Publishing | Videography |
| Test Kitchen Partnerships | Events |
| Recipe Development | Co-Op Partnerships |
| Food and Prop Styling | Catalog Development |

*Pricing and custom program proposals available upon request.*