

WHAT YOU'LL FIND IN EVERY ISSUE

Each issue of *Southern Lady* covers the following subjects with an unapologetically regional perspective:

- Menus and recipes
- Entertaining
- Interior design
- Travel
- Gardening
- Regional personalities
- And much more



OUR STANDING COLUMNS

- **Southern Spotlight:** A focus on Southern passions, businesses, personalities, art, restaurants, hotels, and favorite Southern hot spots
- **Design & Style:** Color-coordinated paint palettes, fabrics, and accessories with detailed sourcing
- **Gracious Living:** Reflections, traditions, and ideas from Editor-in-Chief Phyllis Hoffman
- **Inspired Design:** A featured interior designer and his or her local projects
- **Entertaining Touch:** Creative ideas for decorating and entertaining
- **Party Favors:** New products, craft ideas, and/or garnish and recipe ideas for seasonal celebrations
- **Recipe Box:** Multiple recipes featuring a key ingredient or theme
- **Set to Serve:** A themed meal with table-setting ideas, a menu, and recipes
- **Two Days Away:** Weekend itineraries for our favorite Southern cities



HIGHLIGHTS & EVENTS

JANUARY/FEBRUARY

ISSUE THEME: Comfy Cozy

Home interiors and designs receive prime focus in this 2010 kickoff issue. A spotlight on pillows and rugs help readers accessorize. Cozy up to the new year with a celebratory dinner, weekend travel ideas, and delicious comfort food recipes.

MARCH/APRIL

ISSUE THEME: Entertaining

Getting into the swing of spring, this issue features creative Easter entertaining and craft ideas. Speaking of parties, readers also find inspiration for anniversaries, bridal brunches, baby showers, and birthdays. Cakes, stationery, and lots of home design and travel features fill our pages.

MAY/JUNE

ISSUE THEME: Garden Glory

This issue's gardening emphasis will include floral patterned fabrics, a garden party, garden tours, gardening with children, and more. Also find great travel ideas and a Mother's Day breakfast in bed.

Great Getaways—Going Coastal

Put your destination on the minds of readers in this special advertising section. We create an advertorial feature to complement your ad unit running in one focused travel section.

SIMPLY SOUTHERN SIP

AD CLOSE: 3/23/10 • ON-SALE: 5/25/10

Southerners have their own way of doing things, from cooking and entertaining to decorating and traveling. In this special newsstand issue, *Southern Lady* editors share uniquely Southern ideas for this special regional lifestyle.

JULY/AUGUST

ISSUE THEME: Endless Summer

Nothing says summer like this issue's Lucy Buffett boat party. Water lilies and other water features help soak in the summer state of mind. A dinner on the patio comes complete with recipes. A feature on Southern art museums provides a cultural balance.

SEPTEMBER/OCTOBER

ISSUE THEME: Autumn Beauty

Come to *Southern Lady* for unique regional features like our Barn Party. The South offers great fall getaways, and we feature a sampling. We focus on silver servingware and pretty pink things for Breast Cancer Awareness.

Great Getaways—Mountain Destinations

Put your destination on the minds of readers in this special advertising section. We create an advertorial feature to complement your ad unit running in one focused travel section.

HOLIDAYS SIP

AD CLOSE: 8/3/10 • ON-SALE: 10/5/10

When it comes to holiday celebrations, Southerners go all out—from brunches to cocktail parties for Thanksgiving, Christmas, and more. *Southern Lady* Holidays inspires readers with the best seasonal ideas for sharing the holidays with family and friends.

NOVEMBER/DECEMBER

ISSUE THEME: Welcome Home

Holiday meal planning, stylish entertaining tips, tree decorating ideas, a full-blown Christmas dinner and recipes, gift and party ideas, beauty product picks, and more. Plus, the holidays are the perfect time for traveling, so we share our suggestions.



OUR SIGNATURE MARKETING PROGRAM

The 8th Annual *Southern Lady* Celebration

Editors and readers will convene in Atlanta, Georgia, to bring *Southern Lady* to life in this 8th annual event. Advertisers can participate in customized opportunities to reach attendees through how-to sessions, speaker breakouts, dining events, and more.

Sections and events are subject to change. Other events may be available.