

SOUTHERN *Lady*

IN THE SOUTH, WOMEN TREASURE TIME-HONORED TRADITIONS while creating new ones. They are a powerful, unique consumer. *Southern Lady* embodies that quintessential combination of gracious entertaining, gorgeous home décor, and delicious recipes to delight family and friends.

2012 *Media Kit*

SOUTHERN LADY is a lifestyle magazine that represents gracious living. It is a source readers rely on for

Flavorful food
Elegant entertaining
Travel guides
How-to projects
Home décor
&
Garden inspiration

JANUARY/FEBRUARY

Decorating Issue: Fresh ideas for easy updates and design tips for comfortable living spaces

MARCH/APRIL

The Entertaining Issue: Ultimate guide to spring soirées, from invitations to menus, party favors to tablescapes

MAY/JUNE

The Garden Issue: Celebration of Southern gardens and their inspiration for life in the South

JULY/AUGUST

The Southern Life: Outdoor entertaining and tips for the summer

SEPTEMBER/OCTOBER

Fall Favorites: Ideas for making the most of the fall months, from vacation experiences to home décor projects

NOVEMBER/DECEMBER

Home for the Holidays: Elegantly inspired decorating and entertaining ideas for Thanksgiving through New Year's

Sections are subject to change.

Powerful CONSUMER

Female: 100% | Average age: 56 years | Average HHI: \$106,130
Homeowners: 90% | Average home value: \$296,022

COMMUNITY Leader

1 in 2 are members of a book or civic club

Participate in once a month or more:

- Gardening.....82%
- Exercise Program.....64%
- Philanthropy.....52%

Home Décor CONSUMER

1 in 4 list decorating as their favorite editorial category

Make decorating updates 1.5 times each month, on average

Spent an average of \$879 on decorating accessories in the last year

1 in 2 have decorated their home as a result of reading Southern Lady

Hostess AND Cook

2 out of 3 entertain once a month or more

Prepare an average of 4.4 recipes from each issue

79% participate in cooking/baking/grilling one or more times a week

More than 3 out of 4 cut out or used a recipe from Southern Lady

Traveler

Nearly 8 out of 10 took a domestic trip in the last year

Took an average of 3.9 domestic trips in the last year

Spent an average of \$3,392 on domestic travel in the last year

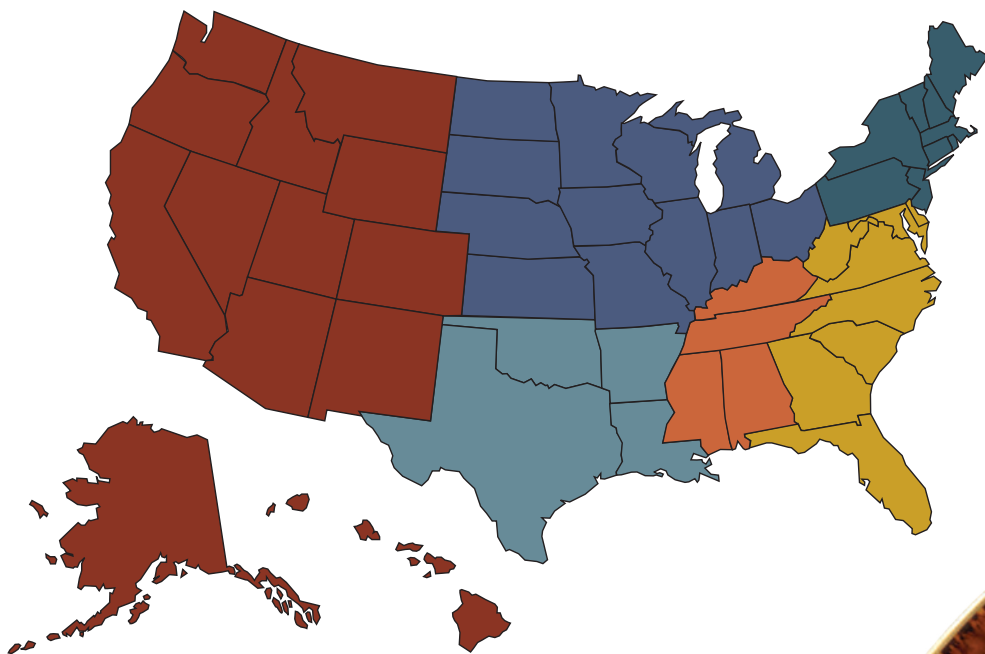
Traveled an average of 1,129 miles per domestic trip

94% visited a local restaurant while on vacation

Source: 2011 Southern Lady Readership Survey.



Frequency: 6x/year | **2012 Total readership:** 300,000 | **Readers per copy:** 3.0
2012 Average paid copies: 125,000 | **Cover price:** \$4.99 | **Subscription price:** \$21.98



- **South Atlantic:** 36,031

- **East South Central:** 31,120

- **West South Central:** 20,408

- **Midwest:** 11,148

- **West:** 7,140

- **Northeast:** 5,482

- Canada/Other:** 257

The *power* of Hoffman Media

Publisher of nine successful circulation-driven titles such as *Cooking with Paula Deen*, *Victoria*, *Southern Lady*, *Taste of the South*, *Phyllis Hoffman Celebrate*, and *Tea Time*.

Committed to a 30/70% ad/edit ratio maximum in all our magazines, guaranteeing a clean, uncluttered environment for readers and advertisers.

Follows a circulation strategy that asks a premium rate for subscriptions with no verified copies, ensuring a fully engaged audience that grows organically.



2012 ISSUE DATES AND CLOSINGS

ISSUE:	Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sept/Oct	Nov/Dec
Ad Closing/ Materials Due:	10/31/11	12/12/11	2/6/12	4/9/12	6/4/12	8/6/12
On-Sale:	12/27/11	2/21/12	4/24/12	6/19/12	8/21/12	10/23/12

2012 ADVERTISING RATES

Ad Size:	1X	3X	6X
Inside Front Cover	\$8,395	\$7,935	\$7,590
Inside Back Cover	\$7,705	\$7,360	\$6,900
Back Cover	\$8,855	\$8,395	\$7,935
Full Page	\$7,040	\$6,680	\$6,335
2/3 Page	\$5,635	\$5,360	\$5,070
1/2 Page	\$4,575	\$4,345	\$4,115
1/3 Page	\$3,380	\$3,210	\$3,045
1/4 Page	\$2,460	\$2,335	\$2,220
1/6 Page	\$1,800	\$1,755	\$1,685
1/8 Page	\$1,330	\$1,265	\$1,220

Business Reply Card—Pricing available upon request; all business reply cards must accompany a minimum of a full-page advertising page.

Inserts—Pricing available upon request.

Combined Frequency—Advertisers placing ads in more than one Hoffman Media magazine may combine insertions to earn a lower frequency rate.

Terms—Net due 30 days from invoice date. An agency commission of 15% gross billings is given to recognized advertising agencies on space, color, and special position charges.

CONTRACT CONDITIONS

- The Publisher will not be bound by any conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with the provisions of this rate card or with policies of the Publisher. All orders are accepted subject to acts of God, strike, fire, accident, or any other occurrences of any nature beyond the Publisher's control which prevent or delay full or partial production, publication, or distribution of the magazine.
- The Publisher reserves the right to reject, cancel, and/or request alterations to the content of any advertising for any reason at any time. All orders are subject to the Publisher's approval and are considered accepted only when published, even when a reservation has been previously acknowledged.
- All advertisements are accepted and published with the understanding that all matter therein complies with all U.S. Postal regulations and other applicable federal and state laws, rules, and regulations, and with the understanding that the advertiser and its agency are authorized to publish the entire contents thereof and that all statements made therein are true. The advertiser and its agency agree to indemnify, hold the Publisher harmless from, and defend the Publisher from any and all claims or suits (including but not limited to libel, copyright infringement, invasion of privacy, and plagiarism) arising out of any advertising published.
- Advertisements which, in the sole judgment of the Publisher, are not immediately identifiable as such must be clearly labeled "Advertisement."
- The Publisher may hold the advertiser and its advertising agency jointly and severally liable for all sums due and payable to the Publisher.
- The liability of the Publisher for any error, delay, or omission for which it may be held legally responsible shall in no event exceed the cost of the space paid for and occupied by the error, and in no event shall the Publisher be liable for any loss of income, profit, or any other damages resulting from the error.
- The Publisher cannot assume responsibility for errors or omissions in key changes.
- Advertisers may not cancel orders for advertising after the closing date.

AD DIMENSIONS

Publication Trim Size: 7.875" x 10.5"

Note: Keep all vital advertising material at least .25" from final trim edge.

Size:	Non-Bleed:	Bleed:
Full Page	6.875" x 9.375"	8.125" x 10.75"
2/3 Page	4.5" x 9.375"	Available upon request
1/2 Page (Horizontal)	6.875" x 4.625"	Available upon request
1/3 Page (Square)	4.5" x 4.625"	N/A
1/3 Page (Vertical)	2.1875" x 9.375"	Available upon request
1/4 Page	3.375" x 4.625"	N/A
1/6 Page (Vertical)	2.1875" x 4.625"	N/A
1/8 Page	3.375" x 2.25"	N/A

ELECTRONIC FILE REQUIREMENTS

Press-ready PDF required along with InDesign or QuarkXPress files, plus all images (EPS or TIFF), fonts (printer and screen—limit the use of TrueType fonts), color proof, and laser proof marked up for color. Excess expenses incurred opening files other than InDesign or QuarkXPress will be billed back to the advertiser/agency at actual cost. Pantone colors will be converted to process.

PLEASE NOTE:

- We must receive color proofs with all creative.
- We are not responsible for color fluctuations or inaccuracies if a SWOP certified color proof is not provided.
- All materials not meeting all specifications on this info sheet could incur a production charge.

Maximum Ink Density: 290

Disk: CD-Rom, Mac

Document Format: InDesign; QuarkXPress

TIFF: Photoshop (minimum 300 dpi)

EPS: Photoshop (minimum 300 dpi); Illustrator (convert fonts to outlines and embedded graphics to CMYK)

PDF: Must meet high-end SWOP standards. Call for details.

All files sent, including camera-ready ads, pictures, logos, etc., must be a minimum of 300 dpi.

PRODUCTION CONTACT INFORMATION

Attn: Southern Lady—Production

Hoffman Media LLC

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Phone: 205-262-2128 Fax: 205-991-0071
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