



taste^{of the}
south

It goes without saying that the South is a special place: its pace of life, its sense of community, and its food. It is a **comfort** for its residents and an **adventure** for the vacationer who samples our favorite dishes.

And, nowhere can you **savor the unique dishes, cooking personalities, and culinary destinations of the South** more expertly than in *Taste of the South* magazine. For consumers who love Southern cooking or simply experimenting with new flavors, **this magazine is a guidebook.**

Our highly engaged audience has a **passion for good food**, at home and on the road. And every issue is a guide to the Southern **lifestyle** they love.

2012
media kit

our standing columns

Fresh Finds: What's in season now at the farmers' market

Southern Sideboard: The latest and greatest in Southern food

The Well-Equipped Kitchen: Must-have gadgets for every Southern kitchen

Tastemakers: The ultimate foodie road trip experience features the best restaurants, markets, and culinary hot spots in each city.

Family Favorites: Readers share their treasured recipes and the stories behind them.



feb cast-iron issue

Heirloom Recipes * Skillet Meals * Valentine's Day Party

marapr springtime issue

Celebrating Spring in the South * Easter Holiday

mayjun bbq issue

South's Best BBQ * BBQ Desserts and Sides

julaug market & grilling issue

All-American Fourth of July * Shrimp Boil

septoct fall harvest issue

Halloween Party * Fall Bonfire

novdec southern christmas issue

Southern Take on Appetizers, Dinner, and Desserts
Holiday Gifts to Give

Sections are subject to change.



DEMOGRAPHICS

female: 97% | **average age:** 56 years

average HHI: \$87,145 | **average home value:** \$256,048

They're ENGAGED

91% are interested in ads in *Taste of the South*

Prepare an average of **5.3 recipes** from each issue

Spend an average of **1 hour 15 minutes** with the magazine

92% rate the magazine as one of my favorites/very good

86% have cut out or used a recipe found in *Taste of the South*

They COOK

Prepare an average of **3.9 servings** for family meals

3 out of 4 sit down for family meals together **4 or more times** each week

Plan dinner menus an average of **5 days** in advance

57% entertain **once or more** a month

Magazines are their **#1 source** for recipes

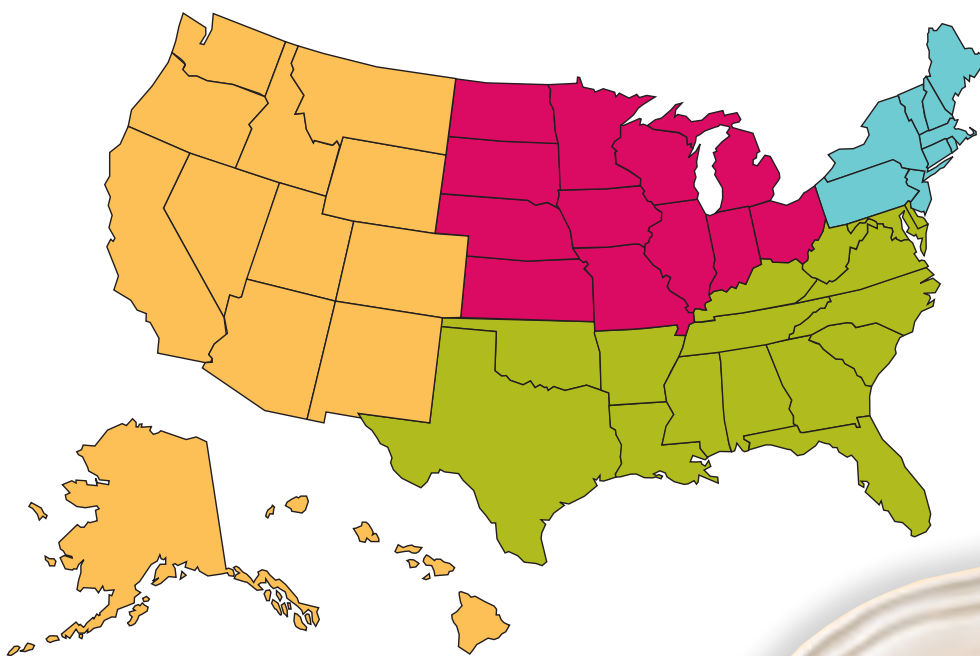
They TRAVEL

2 out of 3 have taken a trip in the last year

Take an average of **3.3 trips** each year

Spent an average of **\$2,237** on travel in the last year

frequency: 6x/year * 2012 total readership: 300,000 * readers per copy: 3.0
 2012 average paid copies: 100,000 * cover price: \$4.99 * subscription price: \$19.98



- south: 62,392

- midwest: 16,194

- northeast: 10,860

- west: 9,857

- canada/other: 2,091

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 *TeaTime*.

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:	Feb	Mar/Apr	May/June	Jul/Aug	Sept/Oct	Nov/Dec
Ad Closing/ Materials Due:	11/11/11	12/12/11	2/20/12	4/16/12	6/11/12	8/13/12
On-Sale:	1/10/12	3/6/12	5/1/12	6/26/12	8/28/12	10/30/12

2012 ADVERTISING RATES

Ad Size:	1X	3X	6X
Inside Front Cover	\$7,000	\$6,700	\$6,300
Inside Back Cover	\$6,400	\$6,100	\$5,800
Back Cover	\$7,300	\$6,900	\$6,600
Full Page	\$5,830	\$5,540	\$5,250
2/3 Page	\$4,660	\$4,430	\$4,190
1/2 Page	\$3,790	\$3,600	\$3,410
1/3 Page	\$2,800	\$2,660	\$2,520
1/4 Page	\$2,040	\$1,940	\$1,840
1/6 Page	\$1,550	\$1,500	\$1,450
1/8 Page	\$1,100	\$1,070	\$1,040

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: *Taste of the South*—Production
Hoffman Media LLC
1900 International Park Drive, Suite 50
Birmingham, AL 35243

Phone: 205-262-2143 Fax: 205-991-0071
production1@hoffmanmedia.com