

A close-up, profile view of a woman's face, focusing on her eye and nose. She has dramatic red eye makeup and long, dark eyelashes. The background is black.

# *southern* **INSPO**

**2024-2025**  
**MEDIA KIT**





Hey there! Welcome to Southern Inspo Magazine, where the heart of the South meets the pulse of modern living! Ever think about the perfect blend of tradition and trend? That's us! We're all about celebrating Southern charm with a twist of contemporary flair. From must have fashion and beauty tips, mouth-watering recipes and celebrity features to candid conversations about sex, social issues, politics and more, we've got it all under one roof!

Why partner with us? Simple! We're the voice of a vibrant, dynamic community that loves to live large and savor every moment. Our readers are passionate, engaged, and always on the lookout for the next big thing. Think your brand has what it takes to wow them? Let's make it happen! We offer killer ad spaces, jaw-dropping features, and collabs that'll make your brand shine like a Southern sunset.

Ready to dive in? Let's chat and cook up some magic together! Whether you're a small biz or a big name, there's a spot for you at our table. Let's make some noise and create unforgettable experiences for our readers. Join us in celebrating the best of Southern living – because, y'all, it's not just a magazine, it's a lifestyle!

southern  
**INSPO**



# CONSUMER PROFILE

## AUDIENCE

AGE	
18-24	2,934
25-34	6,351
35-44	4,922
45-54	3,872
GEN Z & MILLENNIALS	8,793
HHI	
\$75K+	7,822
\$100K+	4,912
MEDIAN	\$66,824
Education	
ANY COLLEGE/UNIVERSITY	5,633
GRADUATED COLLEGE	4,198
MARITAL STATUS	
SINGLE	6,834
MARRIED	4,234
OTHER	
ANY KIDS	3,459
SPANISH/HISPANIC ORIGIN	2,560
BLACK/AFRICAN AMERICAN	2,945

OVER 200K OPT-IN NEWSLETTER CONSUMERS





# ADVERTISING RATE CARD

RATES		
FULL PAGE		\$1750
2/3 PAGE		\$1500
1/2 PAGE		\$600
1/3 PAGE		\$350
SECOND COVER		\$2000
THIRD COVER		\$1800
FOURTH COVER		\$2200
1 PAGE ADVERTORIAL		\$750
2 PAGE ADVERTORIAL		\$1250
DESIGNATED NEWSLETTER		\$500
NEWSLETTER BANNER		\$100

ISSUE	AD CLOSE		ON SALE
FALL ISSUE	7/15/24		8/15/24
WINTER ISSUE	10/15/24		11/15/24
SPRING ISSUE	1/15/25		2/15/25
SUMMER ISSUE	4/15/25		5/15/25







# ADVERTISING SPECS

**PUBLICATION TRIM SIZE:** 8 x 10.875"

**BINDING:** Perfect

**SAFETY:** .25" from the trim and gutter

**BLEED:** .125" from trim

**TRIM CROP MARKS:** .125" outside bleed area

**MATERIAL REQUIREMENTS:**

Submit your final PDF file via the Ad Gateway at [southerninspo.com](https://southerninspo.com)

Please render at 100% size.

	BLEED	TRIM	LIVE/NON-BLEED
SPREAD	16.5"x11.125"	16"x10.875"	15.5"x10.375"
FULL PAGE	8.25"x11.125"	8"x10.875"	7.5"x10.375"
2/3 VERTICAL	5.25"x11.125"	5"x10.875"	4.5"x10.375"
1/2 VERTICAL	4.125"x11.125"	3.875"x10.875"	3.375"x10.375"
1/2 HORIZONTAL	8.25"x5.5"	8"x5.25"	7.5"x4.75"
1/2 HORIZONTAL SPREAD	16.5"x5.5"	16"x5.25"	15.5"x4.75"
1/3 VERTICAL	2.75"x11.125"	2.5"x10.875"	2"x10.375"
1/3 SQUARE	5.25"x5.5"	5"x5.25"	4.5"x4.75"



For inquiries on rates, closing dates,  
specs and editorial calendars, please  
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