

Southern Living

RATEBASE: 2,800,000

FREQUENCY: 11 TIMES A YEAR

EDITORIAL MISSION

Southern Living brings enjoyment, fulfillment, and inspiration to our readers by celebrating the best of the Southern lifestyle. We inspire creativity in their homes, their kitchens, their gardens, and their personal style. We are relentless champions of our region, we celebrate a diverse and welcoming South, and we set the standard for excellence in Southern content.

AUDIENCE PROFILE

Readership	13,119,000
Median Age	57 years
Median Household Income	\$73,523
Own Home	75%
Median Home Value	\$250,884
Female:Male Ratio	78:22
Took action as a result of reading an ad	57%
Subscription:Newsstand Ratio	96:4

