

Southern Living

(Updated 6/2023)

Southern Living celebrates the best of life in the South, highlighting its beauty and culture with characteristic Southern hospitality. Each monthly issues contains recipes for great Southern food, decorating and gardening tips, and travel advice to bring readers all of the best the South has to offer.

Gender:
83% Female/17% Male

Source:
DTP, Other

Counts and Rates:

1,491,676	Total Universe	\$115/M
1,491,676	Active Subscribers	\$115/M
82,336	1 Mo Hotline	+\$17/M
204,275	3 Mo Hotline	+\$12/M
441,142	6 Mo Hotline	+\$9/M
618,457	Active DTP Subscribers	+\$12/M
784,722	Active DMS Subscribers	+\$12/M
64,637	6 Mo COA	+\$12/M
173,595	6 Mo Expires	\$75/M
	Catalog Rate	\$85/M
	Fundraising Rate	\$80/M

Southern Living subscribers love the food and culture of the beautiful, gallant South and are looking for products and services to enhance their lifestyles. Southern Living is enhanced with demographic and lifestyle data for even better segmentation.

Contact:
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Please send list clearances & orders to:
orders@AudienceFirstMedia.com

Selections:

1 Mo Hotline	\$17/M
3 Mo Hotline	\$12/M
6 Mo Hotline	\$9/M
Change of Address	\$12/M
DTP/DMS	\$12/M
Paid	\$12/M
State/Zip/SCF	\$10M
Gender	\$9/M
Gift Givers	\$12/M
Renewals	\$12/M
ZIP Select (4 or more)	\$15/M
Adult/Child Age	\$16/M
Income	\$16/M
Lifestyle Interests	\$16/M
Product Selects	\$16/M
Net Name (50M or more)	@85/8.50

Addressing (flat fee):

FTP/Email	\$65/F
Key Coding	\$3.50/M

Minimum Order: 10,000

Details:

15% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.