

# Southern Living

## Brand-At-A-Glance: May 2017

8<sup>th</sup> LARGEST MONTHLY MAGAZINE



### DIGITAL AUDIENCE

March 2017

#### Total

5,371,000 Unique Visitors  
35,000,000 Page Views

#### Mobile

3,964,000 Unique Visitors  
3,680,000 Mobile-Exclusive  
20,000,000 Page Views

#### Video

946,000 Streams

### SOCIAL MEDIA

As of May 1, 2017

#### Total

4,695,154

2,741,557

639,726

888,371

425,500

### BRAND MISSION

Southern Living celebrates the best of life in the South. We share authentic experiences and advance Southern culture by fostering creativity, community, commerce and pride of place.

#### Content Pillars

- Home/Garden
- Style
- Travel
- Food

### FRANCHISES & EVENTS

#### FRANCHISES

- Makeovers (March)
- South's Best (April)
- Idea House (August)
- Style Flipbook (September)
- Beauty Awards (October)
- White Cake (December)

#### EVENTS

- Shrimp & Grits (September)
- Christmas with Southern Living (December)

### PRINT

REGION	CIRCULATION	AUDIENCE
National	2,800,000	15,528,000
Alabama	150,000	807,000
Arkansas*	246,000	1,323,480
Florida	245,000	1,318,100
Georgia	236,000	1,269,680
Mid-Atlantic**	345,000	1,856,100

REGION	CIRCULATION	AUDIENCE
Midwest***	297,000	1,597,860
Mississippi	77,000	414,260
North Carolina	245,000	1,318,100
South Carolina	147,000	790,860
Tennessee	165,000	887,700
Texas	347,000	1,866,860

### SOUTHERN LIVING Digital User Profile

% M/F  
16/84

Median HHI  
\$90,589

Median Age  
48

Grad. College+  
40%  
Index 137

Have Children in HH  
31.4%

### SOUTHERN LIVING Print Reader Profile

% M/F  
24/76

Median HHI  
\$69,199

Median Age  
54