



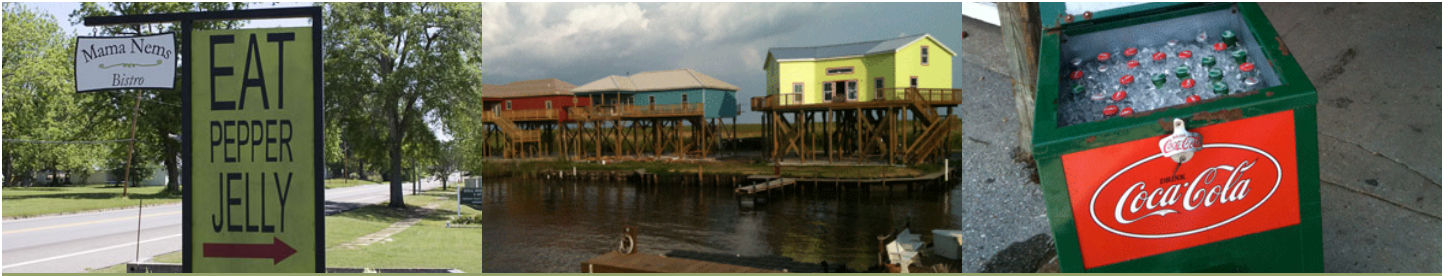
DEEP SOUTH

magazine

Life ... Southern Style

Headquartered in Lafayette, Louisiana, Deep South is an online magazine and blog exhibiting traditional Southern charm wrapped in modern innovations. As this region continues to evolve and develop, we're connecting the Southern states, and Southerners to each other, through stories on food, travel, culture, arts and literature, as well as an active Facebook page and Twitter account. Our Southern Voice section presents submitted fiction, nonfiction and poetry, while our Southern Literary Trail App offers a guide to writers' homes and literary landmarks throughout the South. When we're not working on putting out a nontraditional magazine, you can find us on the front porch with a good book and a glass of sweet tea.

MEDIA KIT 2012
www.deepsouthmag.com



ABOUT DEEP SOUTH

Mission

Deep South is an online magazine and blog with a focus on capturing life, Southern style. As this region continues to evolve and gain notoriety around the world, we're sharing stories, photographs, videos, events, literature and more that portray current life in the South, while also looking back on the history and traditions that got us to where we are today.

Reader

We believe "Southern" is a state of mind. Whether natives, transplants or homesick Southerners, our readers know that this is a special place and are committed to promoting the businesses, communities and culture that make it that way.

Conversation

Deep South engages in conversation with its readers beyond the pages of www.deepsouthmag.com by actively using Twitter and Facebook. Our growing number of followers on Twitter represent Southern residents, business owners, tourism bureaus, restaurants, hotels, museums and more, while our Facebook fans span the country and look forward to sharing information about their favorite region.



ADVERTISE

Deep South is funded by advertising and is looking to partner with sponsors wanting to promote a great Southern product, business, event, tourist attraction, region, etc. As part of our mission to promote the South, we will only consider advertising with a Southern focus. We want the ads on our site to always be relevant and appealing to readers.

Web Ads

Rotating banner and sidebar ads on www.deepsouthmag.com are available for purchase at affordable rates. No minimum is required, but discounts are available for the purchase of 3 months or more. We prefer finished ads in the dimensions specified and format of .png, .jpg or .gif (no flash), but do offer design services for an additional fee. We can also work with clients on custom ad sizes if needed.

Sidebar ad (335 pixels x 155 pixels): \$75/month

Banner ad (1,000 pixels x 90 pixels): Top: \$200/month

Social Media Package

Let us represent you on our social media channels with sponsored tweets and Facebook mentions. We'll include your message in our regular feed and broadcast it to our targeted followers and fans, totaling over 6,500. (We suggest this package as an add-on to your Web ad.)

Two sponsored tweets on Twitter & two Facebook mentions: \$50/month

Promos & Giveaways

We're looking for Southern companies to partner with for special promotions and product giveaways. If you're interested in getting your product in the hands of more Southerners or would like to get feedback before entering a new market, contact us at 337-706-2323 or e-mail erin@deepsouthmag.com.

MEDIA KIT 2012
www.deepsouthmag.com



DEEP SOUTH STATS

Through social media channels, a monthly newsletter and the website, our combined reach is over 10,000 readers a month.

Facebook

- 2,477 fans
- 78% female; 19% male
- Majority in the 35-54 age category
- Residency ranges from Southern cities like Lafayette, Atlanta, Jackson and Mobile to as far as Canada and the UK.

Twitter

- 4,048 followers
- Followers include individuals, businesses, tourism bureaus, authors and more.
- Klout score is 46.5%, true reach is 996, influential on the topic of "Southern," and style is "Specialist."

Website

- Over 6,000 pageviews a month
- Visitors come from 49 states and 9 countries.
- Most popular sections on the site are Arts & Lit, the blog, Food and Giveaways.

Stats current as of 12/1/11. Newsletter stats coming soon.

MEDIA KIT 2012
www.deepsouthmag.com



WHAT PEOPLE ARE SAYING ABOUT DEEP SOUTH

“How could a magazine called Deep South be anything but divine?”
— Ashley Schoenith with Ice Milk Aprons in Atlanta, Ga., via Twitter

“I am as southern as grits and gravy ... love me some Deep South Magazine.” —
Ramona Gooch in Brevard, N.C., via Facebook

“I sure do appreciate y’all using your magazine to celebrate the best place on earth to call home, the Deep South.” — Elizabeth Soileau Acton in Atlanta, Ga., via www.deepsouthmag.com

“How have I gone this long without knowing about @deepsouthmag?”
— Allen Edwards in Moultrie, Ga., via Twitter

“Have lived in Orange County, CA, for 20 years, but not one day has passed without thinking of home. Thanks for your magazine.” — Martha Crawford Lyons via Facebook

“It takes a village to prepare a Thanksgiving meal. Thanks @deepsouthmag for an unforgettable menu.” — Olivia Regard in Lafayette, La., via Facebook

“Incredible online magazine for food, literature, travel, and culture of the south. #amustread” — Joshua Durst in Marietta, Ga., via Twitter

“Deep South Magazine has a Southern Literary Trail App. Goodness, this makes me so excited.” - Katie Brooks in Lake Charles, La., via Twitter



HOW TO FIND US

Website: www.deepsouthmag.com

Facebook: www.facebook.com/deepsouthmagazine

Twitter: [@deepsouthmag](https://twitter.com/deepsouthmag)

Flickr: www.flickr.com/deepsouthmagazine

YouTube: www.youtube.com/deepsouthmag

Phone: 337-706-2323

E-mail: erin@deepsouthmag.com