



okra.

REAL SOUTHERN CULTURE

MEDIA
KIT
2023

At okra.

We think that traveling the South should be more than just visiting the usual sights and places and meeting famous people.

Through the lens of a photographer, we explore out of the way places, food, local people and the craftsmen who make our Southern culture unique.

At okra., we love storytellers and telling stories - what Southerner doesn't? We share the stories of our culture and those that cherish it - both good and bad. okra. will only tell stories from the South. We are a Southern magazine focused on REAL SOUTHERN CULTURE.

We are honest about the real South—
it isn't perfect, but it's still beautiful and full of life.

In acknowledging this we just might discover
insights into ourselves and what makes us uniquely Southern.

"The South...where roots, place, family and tradition are the essence of identity."

Carl N. Deglar



Our Readers

okra. readers are mobile, free-spirited and culturally minded.

They are Southerners, in heart and mind,
who enjoy food, history, traveling and the arts.

They read okra. to find out what's happening in the Real South
— who to meet, what to eat, where to go, and what to buy.

They are looking for authentic experiences.

In each issue they'll get beautiful photography
and inspiring stories about the people, places
and cultures that shape the Real South.

okra. delivers across all digital platforms without sacrificing
the traditional essence of the Southern identity.

okra. readers are YOUR customers.

TARGETED AGE RANGE: 32 - 68

TARGETED GENDER: 47% Male / 53% Female

TARGETED HOUSEHOLD INCOME: \$170,000 +



Our Chapters

The South is like a good book.
It's full of chapters and every chapter has many stories.
Each issue of okra. includes continuing Chapters
on the many things that make the South unique.

Stories

Our Features

Southern Comforts

Artisans. Musicians. Books.

To Dine Southern

Entertaining. Memories. Food. Drinks.

Southern Snapshot

Interesting People. Reader Photo Submissions.

The Road Less Traveled

Out of the Way Places. Interesting Sights.

Editorial Calendar

ISSUE 21 - Spring 2023

on sale February

TRADITIONS – Passed down through generations and leaving a mark

ISSUE 22 - Summer 2023

on sale May

HIDDEN SOUTH – Off the grid cool towns, restaurants, farmers, craftsmen, events and more

ISSUE 23 - Fall 2023

on sale August

SOUTHERN FOOD CULTURE – Celebrating Southern Food and its culture

ISSUE 24 - Winter 2023

on sale November

BY SOUTHERN HANDS – All things made by Southern artisans, farmers, craftsmen



Why Advertise in okra.?

1. Great exposure across the South

You'll stand out in a beautifully photographed and designed publication that attracts attention.

okra. is not seasonal in content—each issue is themed giving it much greater longevity than a seasonal publication.

2. Your ads go way beyond print

You can find okra. across all digital platforms.

In addition to the print issue your ads are featured in our digital issue.

Interactive links on your ads give readers direct access to your site.

3. You won't get lost in the crowd

We work hard to place your ad with relevant content for greater exposure to stand out within our beautiful photography and stories.



PRINTED QUARTERLY

Concentrated distribution of 20,000 press run reaching National and Regional customers.
Readership calculated at 100,000 nationwide.

Distribution consists of subscribers, sponsor provided lists and targeted newsstand circulation including Barnes and Noble, Books A Million, Walmart, Kroger, Publix, Harris Teeter, Rouses, major bookstores, select boutique shops and the best grocery stores across the South.

\$6.95 cover price per issue

Quarterly subscription rate of **\$22.95 per year** for print/digital combination

\$9.95 per year for digital only

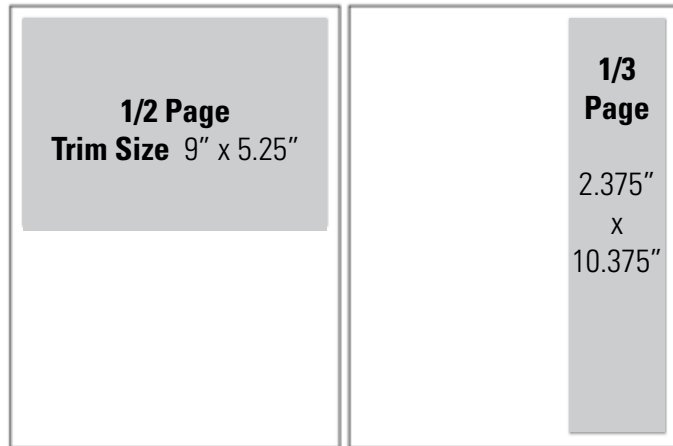
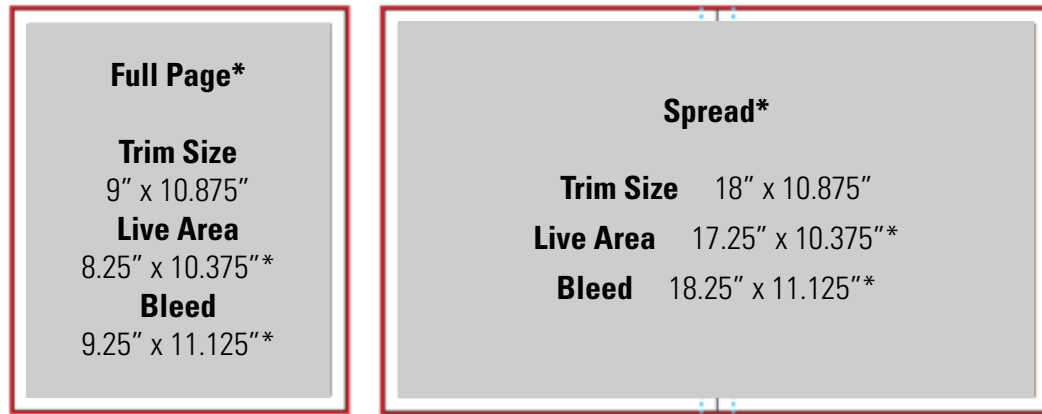


Stories in okra. cover 13 Southern states –
Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi,
North Carolina, South Carolina, Tennessee, Texas, Virginia, West Virginia.





Advertising Print Specs



Gutter Safety*
All copy should be placed at least 0.375" from the gutter.

Bleed Specifications*
Bleed must be furnished with a minimum of 1/8" (0.125") image area beyond the trim (making the document 9.25" x 11.125"). For anything less than 1/8" (0.125") bleed, the publisher cannot guarantee consistent bleed.

* Only applies to full-page and spreads

PREMIUM SPACE RATES

Inside Cover Spread 2-3	\$6,840
Page 4, 5, 7, 9 or 11	\$4,370
Inside BC	\$4,560
Back Cover	\$5,130

STANDARD RATES

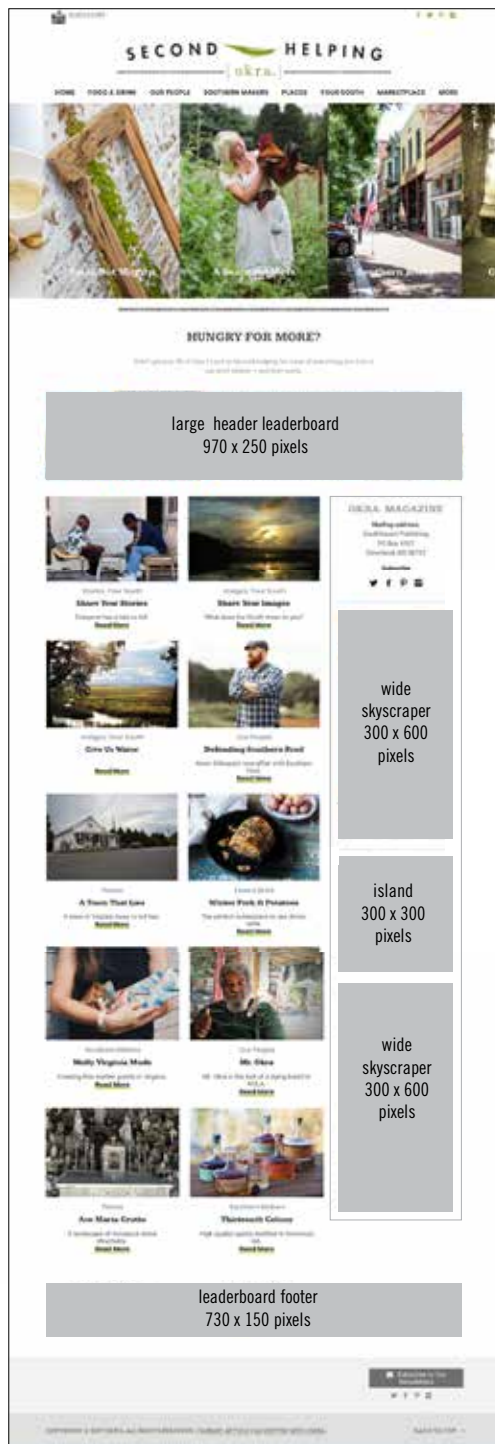
Full Page	\$3,800
2 Pg Spread	\$6,340
1/2 page	\$2,375
1/3 page	\$1,825

PDF SPECIFICATIONS Prior to the creation of the PDF, colors and images must be converted to CMYK (no spot colors or RGB). Finished PDFs should be high-resolution 300 dpi with fonts and images embedded. When using InDesign, simply export the file as a PDF/X-1A. All elements must be 100% in size.

DPI SPECIFICATIONS okra. magazine is printed with a 150 line screen. Provide all photos at 300 dpi. Line art should be provided at 600–1200 dpi.

AD REVISIONS okra. reserves the right to redesign any supplied ad if it does not meet our visual requirements. A charge of \$50 will be applied to each revision after the first two, on ads built or revised by okra. designers.

MATERIALS SUBMISSION advertising@okramagazine.com



Digital Specs

HOME PAGE

LG HEADER LEADERBOARD

Our most prominent position.

970w X 250h pixels

\$795

WIDE SKYSCRAPER

Another prominent position located on the side of the page.

300w X 600h pixels

\$695

ISLAND

Positioned in the center of the skyscrapers.

300w X 300h pixels

\$550

LEADERBOARD - FOOTER

Our leaderboard ad positioned at the bottom of our web pages.

730w X 150h pixels

\$650

WEBSITE

WIDE SKYSCRAPER - TOP

Our most prominent position.

300w X 600h pixels

\$595

ISLAND

Positioned below the skyscraper or as a stand alone on pages.

300w X 300h pixels

\$495

LEADERBOARD - FOOTER

Our leaderboard ad positioned at the bottom of our web pages.

730w X 90h pixels

\$550

ARTWORK REQUIREMENTS

One file @ 300 dpi jpeg

SUBMIT

Submit all files and hyperlink information to: advertising@okramagazine.com

Sponsored E-Newsletters

Promote your town, restaurant, farms, artisans or events. Send us your images and copy and we'll design an e-mail blast to be sent to our readers and newsletter subscribers. We'll post your article on our website. In addition, we'll promote your content on our FB and IG pages.

• FIND YOURSELF

Travel to a featured town or place

• WELL-SEASONED

Link to okra. website recipes from featured restaurants with links to restaurants

• FARM STAND

Local area farmer featured w/ one of their recipes. Link to okra. website with Q&A on farmer as well as recipe

• SOUTH & ABOUT

Feature to local events of your choice

• MADE BY SOUTHERN HANDS

Feature 4-6 local artists
Link to okra. website with article on each artist and links to their websites

\$950 each to run 1 time

Free design

1 time FB and IG promotion

Article posted on okra. website





Social Media

Facebook and **Instagram** allows okra. to reach out to readers and keep them up-to-date on what's going on in the South. Events, contests, photos, special offers and more are updated on okra.'s Facebook page and Instagram feed.



<https://www.facebook.com/okramagazine/>



<https://www.instagram.com/okramag/>



