

A photograph of a person's arm and hand holding a glass jar filled with white liquid, likely milk. The person is wearing a light blue, textured garment. The background is a dense, textured wall of dry straw or hay. A tattoo is visible on the person's upper arm.

okra.

REAL SOUTHERN CULTURE

MEDIA
KIT
2025

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: 42 - 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 29 - Spring 2025

on sale February

HIDDEN SOUTH – Unique places, people and things in the South (often times a music focused issue)

ISSUE 30- Summer 2025

on sale May

TRADITIONS – The many ways we call the South home

ISSUE 31 - Fall 2025

on sale August

SOUTHERN FOOD CULTURE – Celebrating Southern Food and its culture

ISSUE 32 - Winter 2025

on sale November

BY SOUTHERN HANDS – All things made by Southern artisans and 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

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.

\$7.99 cover price per issue

Quarterly subscription rate of \$26.99 per year for print/digital combination
\$10.99 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.

WHAT PEOPLE ARE SAYING....

"I want you to know how much I adore Okra Magazine! I love the work that y'all are doing, and it's a joy to open each and every issue. As a photographer, aspiring writer, and avid travel enthusiast with a passion for all things Southern culture, I appreciate the work being done and hope to see many years of success."

Jennifer B

"I recently subscribed to okra. magazine, after finally finding it again. I read it cover to cover, and have learned so much more about the South that I love. Because of your stories, on a recent family trip to Nashville, TN, I heard again the story of the Nelson brothers and how they resurrected their great-grandfather's whiskey distillery (being a whiskey lover myself, that story was particularly interesting). I also made sure to eat at Peg Leg Porker BBQ (absolutely delicious), and said that I had read about their restaurant in okra. magazine. Thank you so much for the stories about our beautiful South. I look forward to every issue!"

Linda B

"I've read my issue cover-to-cover (I will begin all over again this afternoon), but astonishingly, my husband did as well! He is NOT a magazine reader."

Camilla P

"This magazine is all things Southern and makes me want to travel to all of these amazing places that they talk about. We have loved reading it and love everything about it!"

Jared T

"I have a gift subscription from my daughter and family. I subscribe to ten magazines and I place okra. at number one."

Charlie B

"Bravo. You did it. You hooked me. What's more, you set something to smolder in my imagination with the feature, Finding Home. As a kid in the 90s I couldn't get away from Mississippi fast enough and thought I'd never be back beyond the obligatory once a year visit with family over a holiday. Now as a man who is the other side of forty and who has left Washington DC after twenty years, I'm rediscovering my relationship to Mississippi. I'm not the prodigal son come home (I made it as far South as Atlanta), but it isn't out of the question, one day, possibly. So, thank you for your efforts in reframing the Mississippi narrative. She has a long storied past, but if places like Laurel are any indication, the stories being written today give me great hope for her future. Thanks y'all."

Chase M

"Have you seen this new, amazing magazine – okra. Real Southern Culture? It's a lovely publication with interesting articles about food, music, artists, new places to explore and more. You don't dare skip a page."

Jennifer M

"Still swooning over okra. magazine. Go check these guys out...they're doing big things in the South! "

Bryant H

"As a Southerner, farmer, hiker, and gardener, I really love this magazine. It touches the heart of the South."

Linda S

"This is one of the most beautifully illustrated and written magazines I've ever seen. I truly enjoy my subscription."

Suzy G

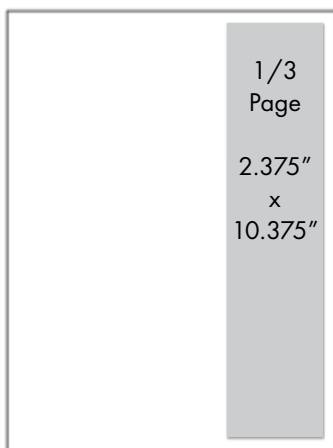
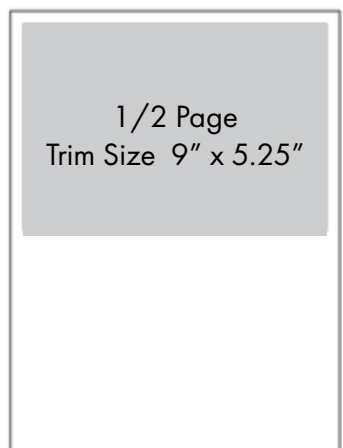
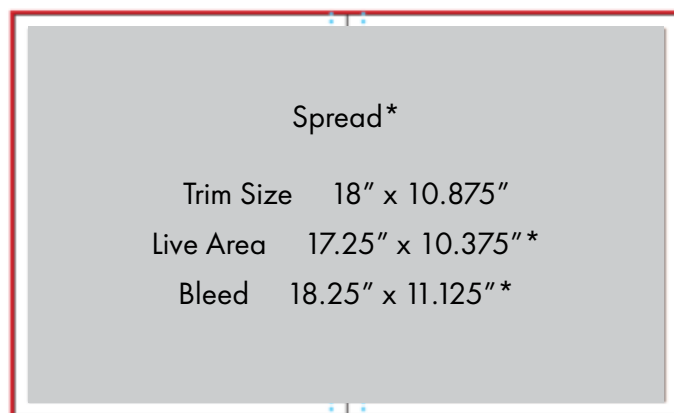
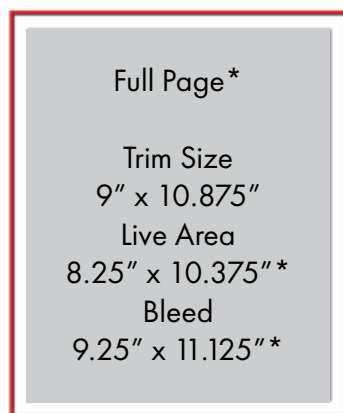
"Love your magazine's storytelling across the South

Mark B





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	\$7,200
Page 4, 5, 7, 9 or 11	\$4,670
Inside BC	\$4,960
Back Cover	\$5,530

STANDARD RATES

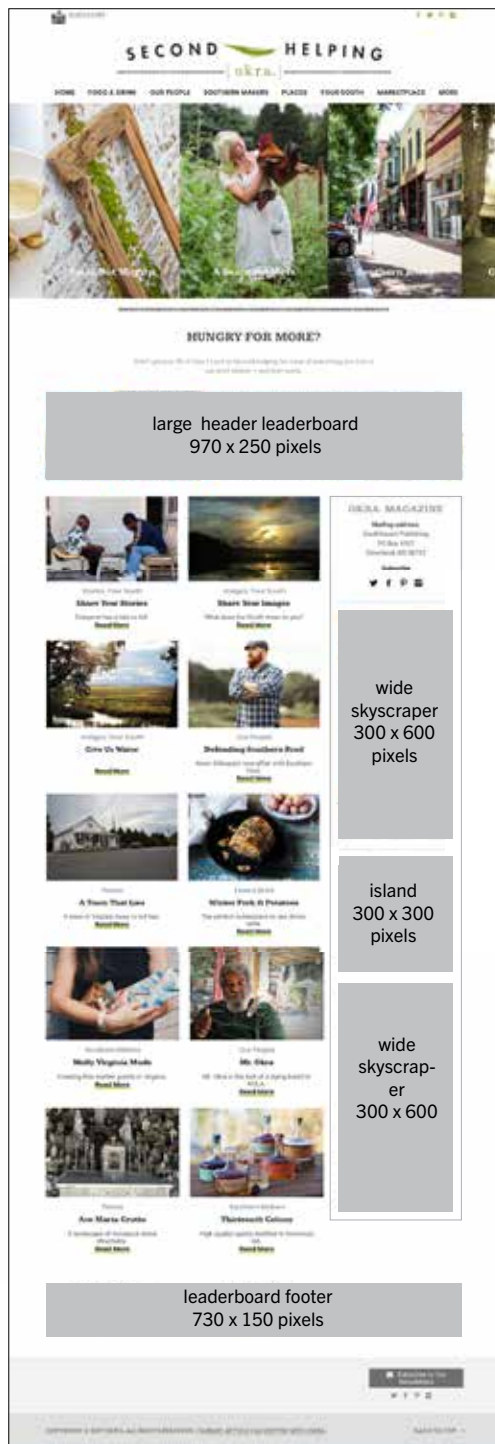
Full Page	\$4,200
2 Pg Spread	\$6,750
1/2 page	\$2,675
1/3 page	\$1,950

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. While using InDesign, simply export the file as a PDF/X-1A. All elements must be 100% in size.

DPI SPECIFICATIONS okra. 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

\$895

WIDE SKYSCRAPER

Another prominent position located on the side of the page.

300w X 600h pixels

\$795

ISLAND

Positioned in the center of the skyscrapers.

300w X 300h pixels

\$650

LEADERBOARD - FOOTER

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

730w X 150h pixels

\$750

WEBSITE

WIDE SKYSCRAPER - TOP

Our most prominent position.

300w X 600h pixels

\$695

ISLAND

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

300w X 300h pixels

\$595

LEADERBOARD - FOOTER

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

730w X 90h pixels

\$650

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 of recipes from 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

\$1,250 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/>



