

The Bitter Southerner is an award-winning storytelling platform with a single aim: to uncover the American South in all its truth and complexity.

Since our start as a digital publication 10 years ago, our goal remains the same: we break stereotypes about the region and its people by pushing out insightful, complicated, and enthralling stories to be read, heard, and seen on our website, podcast, and beyond. Our publishing arm, BS Publishing, works to do the same through books and our full-format, print magazine. Our General Store with our house-designed merchandise helps support this mission and journalism. Over the past decade, we've coalesced a deeply devoted community of readers who wear our T-shirts, comment on our Instagram posts, share our stories, and pledge monetarily as monthly members. They make everything we do possible.

Great musicians, chefs, farmers, designers, artists, bartenders, scientists, innovators, change-makers, writers, teachers and everyone in between have a home here. Names of note that we've published work by or talked to include: Alice Walker, Jimmy Carter, Michael Stipe, Killer Mike, Kevin Morby, Katie Crutchfield (Waxahatchee), Ann Patchett, Stacey Abrams, Akilah Hughes, Valerie June, Wayne White, John T. Edge, Rosanne Cash, Maude Schuyler Clay, Patterson Hood, Lolis Eric Elie, Liz Lambert, Maurice Carlos Ruffin, Silas House, and so many others of our region's best.

Our food stories recently won us the 2022 James Beard Award for Food Coverage in a General Interest Publication (we were nominated alongside The Washington Post and The New Yorker). We've been nominated six times and won five others for individual stories.

**"A kind of kitchen-sink
New Yorker for the region."
— The New York Times**

**"We are now called, I
believe, to teach what we
have learned and know.
Which is why The Bitter
Southerner appeals to me"
— Alice Walker**

**"The burgeoning down-
home media platform is
finding a formula where
superb word and image can
thrive in these challenging
times for quality content."
— Forbes Magazine**

OUR REACH

Website

BitterSoutherner.com generates 1.5 million visits annually with the following monthly averages:

- More than 170,000 page views per month
- More than 125,000 sessions per month
- More than 100,000 active users per month

Social Channels

Instagram: 149,000 followers

Twitter: more than 46,000 followers

Facebook: 173,000 fans

Magazine

Published each spring and fall, our full-format, print magazine covers more than a dozen stories from the South's best writers, artists, thinkers and makers. Each gorgeous issue features an introductory letter by a Southern luminary, profiles on culture creators, poetry, moments of nostalgia, portraits of place, mesmerizing photo essays, long-form narratives about social change and the environment, and deep dives into food.

Total paid magazine reach: 8,000 households

Newsletter

We send three weekly newsletters to nearly 100,000 subscribers with an open rate of 51 percent.

Podcast

BATCH publishes stories in series consisting of five episodes each. For example, our first BATCH was made up of our best food stories and the second consisted of five environmental pieces. The podcast has been downloaded more than 43,000 times since its launch in the summer of 2022.

General Store

Our store ships more than 7,000 items each month, circulating ten of thousands of our T-shirts, apparel, prints and books across the globe each year.

OUR AUDIENCE

By Gender

The Bitter Southerner's audience is split almost evenly.

Female: 53%

Male: 41%

By Age

19% between the ages of 25 & 34

22% between the ages of 35 & 44

32% between the ages of 45 & 64

Location

Top 10 markets in 2022 ranked as follows:

- Atlanta
- New York
- Chicago
- Nashville
- Los Angeles
- Dallas
- Charlotte
- Raleigh
- Washington
- New Orleans



2024 PRINT ISSUE DATES

Spring

Ad Close: January 12 On Sale: March 26

Summer

Ad Close: April 5 On Sale: June 25

Fall

Ad Close: July 5 On Sale: September 24

BITTERSOUTHERNER.COM

ADVERTISING & SPONSORSHIP OPTIONS

Full Page Print Ad + Digital: \$3000

Full print ad in Bitter Southerner Magazine issue. Either house or advertiser-designed. Specifications: 10.5" x 13.5" with a live area of 9.5" x 12.5". Price includes ability to digitally sponsor a print magazine story when highlighted in a dedicated newsletter.

Podcast Sponsorship: \$2000 per episode

Two ad placements per episode of BATCH.

Homepage Digital Ad + Social Post + Newsletter: \$2500

Ad placement on The Bitter Southerner's homepage that links to the brand's site as well as a social post promoting the ad and brand. Price also includes the use of the ad in one of our weekly newsletters.

Sponsored Story Series: Price customized to package

An opportunity to work with Bitter Southerner's editors to commission and curate a robust collection of 6 to 8 longform stories within a specified topic. Each piece is fully reported and photographed with the capability to add audio and video components. Previous and in-progress sponsors include: the Southern Environmental Law Center, Coca-Cola, Explore Asheville, E Pluribus Unum Foundation, The Atlanta Hawks, and Piedmont Healthcare. Package price includes social media promotion and potential for podcast, newsletter, and/or print magazine ad placement. Publication of the series can

appear all at once or on a rolling basis with a piece appearing weekly, monthly, or in another manner fitting for the content.

Payment

All advertisements require pre-payment. Unfortunately, we cannot make exceptions based on business size. For Sponsored Story Series, brand will be invoiced for 50 percent of cost after story lineup is approved by brand and the remaining balance upon publication.

Accepted Content

Ultimately, we reserve the right to accept or deny any advertising content if, at our sole discretion, we do not consider it beneficial for all parties involved (meaning our audience, ourselves, and you, the potential sponsor).

NOTE: For brands wanting to advertise at higher frequency for any of the above options, pricing can be adjusted.

GET IN TOUCH

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