

SHM TRAVELER

SOUTHERN HOSPITALITY MAGAZINE



WHY SHM TRAVELER?



We are the only online environment dedicated solely to the South and all it has to offer enthusiastic travelers and hospitality professionals.

Let's go!



www.southernhospitalitymagazine.com
shmtraveler@gmail.com

HOTELS RESTAURANTS ATTRACTIONS PRODUCTS
MUSEUMS TOURS EVENTS SHOPS AND MORE

WE LOVE LEADING TRAVELERS TO YOU!

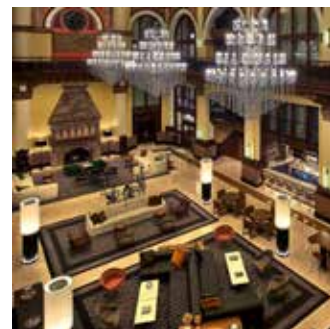
OUR 12,000+ COMMUNITY IS PASSIONATE AND ENGAGED!

- **LEISURE TRAVELERS** who want to go, see, and do! We love sharing all the South has to offer.
- **BUSINESS TRAVELERS** plan conferences and travel to get things done! We highlight a variety of meeting or conference destinations to meet the needs of professionals.
- **HOSPITALITY PROFESSIONALS** are able to see first hand the trends of Southern travel through our content. Plus we offer trends, products, industry shows, and actionable insights to elevate their businesses.

OUR READERS ARE DECISION-MAKERS WHO
BOOK TRIPS, RECOMMEND STAYS, AND
INFLUENCE INDUSTRY CHOICES.

WE
SHOWCASE
SOUTHERN
TRAVEL NEWS

PLACES TO CELEBRATE
FOOD AND DRINK
THE GREAT OUTDOORS
PARTIES AND GETAWAYS
SAVVY TRAVEL
HISTORY AND CULTURE
THE LOCAL SIDE
FAMILY FUN



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PARTNER WITH US

Stand out in a crowded market by aligning your brand with genuine Southern hospitality that feels warm, inviting, and unforgettable.

BENEFIT FROM:

- Targeted exposure to travelers planning Southern escapes and professionals shaping the future of food service, lodging, and events.
- Engaging content that keeps readers coming back — think vivid destination features, quirky event roundups, and pro-focused tips.
- Premium placement opportunities alongside inspiring visuals and stories that naturally drive bookings, inquiries, and brand affinity. Four (4) insertions per year priced per quarter or yearly with discount.

SOCIAL MEDIA

With any full year advertising commitment, we include 4 social media posts. @shmtraveler shares your products, property news, deals with an ever increasing engaged audience across Facebook, Instagram, and X. As we travel and interact with locals, we take you with us, sharing fantastic fun, delicious food and unique places.

WEBSITE ADS

	DUE	LIVE
Spring	Feb 16	Mar 2
Summer	May 18	June 1
Fall	Aug 17	Sep 1
Winter	Nov 16	Dec 1

TOPPER BANNER: 12"x 2" (864x144px) 72 dpi
\$2200/per insertion (4 per year)

Displays at **TOP OF WEBSITE** on every page

SQUARE: 4"x 3.75" (288x270px) 72 dpi
\$550/per insertion (4 per year)

Displays on **FRONT** page or **PROFESSIONALS** page

SLIDER FULL: 11.75"x 3" (846x216px) 72 dpi
\$1600/per insertion (4 per year)

Displays in the **FRONT** page or **WHERE TO STAY** slider

SLIDER SQUARE: 4"x 3" (288x216px) 72 dpi
\$500/per insertion (4 per year)

Displays in the **FRONT** page or **WHERE TO STAY** slider

TIME TO EAT: 1.5"x 1.5" (108x108px) 72 dpi
\$150/per insertion (4 per year)

Displays in the **center of the front page** in slider

JPG or PNG files accepted

All website ads include: Direct clickable links back to your site • Seasonal rotations (4 per year standard)

submit artwork to shmtraveler@gmail.com

FULL YEAR PACKAGE

Partner with us for a year (4 ads) and receive

4 e-blasts to our subscribers with your creative (one per quarter)



PLUS PAY IN FULL TO SAVE AND ALSO RECEIVE

\$200 discount off of your year total and 4 social media posts of your choice

OTHER WAYS TO PARTNER WITH US!

SOHO CORNER

A MONTHLY SHM TRAVELER E-NEWSLETTER

We offer additional exposure right to the emails of our subscribers! Sponsor our e-newsletter where we share news, special events, chef recipes, book reviews, travel accessories reviews, and exclusive offers from our hospitality partners.

SOHO CORNER (monthly):
7" x 1.25" (504x90px) 72 dpi

\$1100/E-NEWSLETTER

Displays at the top of each newsletter
Direct links back to your site

Artwork is due the 15th of each month
and goes live the 15th of the following month
JPG or PNG files accepted

submit artwork to shmtraveler@gmail.com



WHERE TO STAY

WHEN WE LOVE A PLACE, WE TAKE NOTE

When we visit and genuinely love a place, we create a lasting personal recommendation that stays live on our site. These are real, firsthand endorsements — not just ads. If we love your property enough to share it, we'll reach out.

Want us to visit your property and consider featuring you?
Email shmtraveler@gmail.com

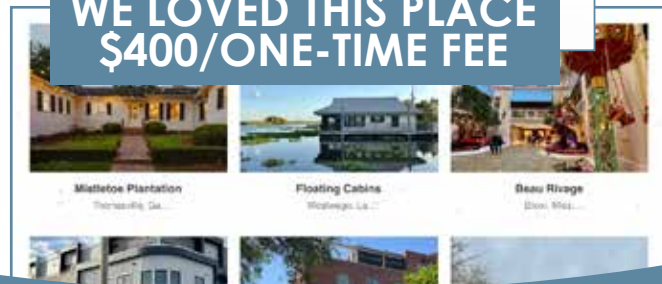
SPONSORED ADS

We still have our sponsored section with our regular rates, open to all properties looking for premium exposure.

Premium placement • A description of what we loved • Direct links back to your site



WE LOVED THIS PLACE
\$400/ONE-TIME FEE



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