

# STEP INTO A WORLD OF SOUTHERN CHARM

Celebrate the one-of-a-kind spirit of the South with 100+ ideas for hosting, decorating, gardening, and cooking.

**IT'S \*THE\* PERFECT PRIMER.** The South is the fastest growing region in the United States, with 39 percent of Americans calling it home. Perfect for longtime natives or curious newcomers, this gift book covers the Southern staples and also offers a deep dive into fun cultural quirks and hidden hamlets.

**IT'S RELEVANT YEAR-ROUND.** Whether it's the Kentucky Derby, a summer fish fry, or a spirited gameday tailgate, there's always something to celebrate. With a nod to farmers' almanacs of yore, the book is organized by the four seasons, with timely ideas for the indoors and out.

**IT'S RICH WITH SOUTHERN EXPERTISE.** Tastemakers and bold-faced names from throughout the region share their wit and wisdom on everything from monogrammed linens to seersucker suits to container gardens.

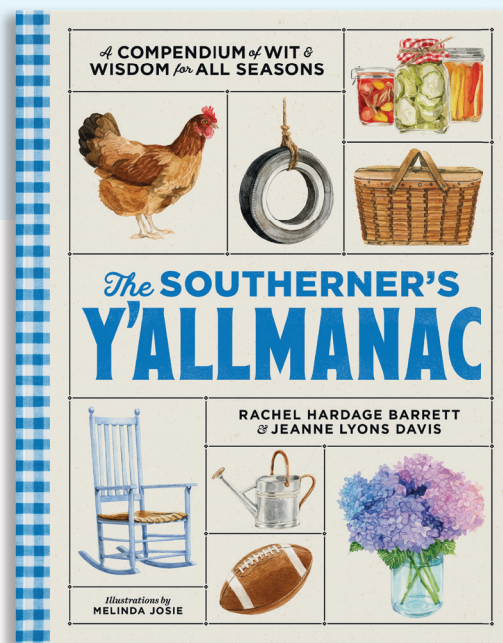
**IT'S CHOCK FULL OF RECIPES.** Featuring 45+ recipes, there's good-to-know basics (Skillet Cornbread, Shrimp & Grits, Key Lime Pie) as well as fresh twists on Southern classics (Cheerwine Ribs, Pimento Cheese Deviled Eggs, Hummingbird Bundt Cake).

**IT'S A DESIGN LOVER'S DREAM.** Packed with inviting Southern interiors and tablescapes, this book also spotlights the lore behind Southern décor including the history of Haint Blue porch ceilings and the famous quilts of Gee's Bend.

**PACKAGE DETAILS:** It's a beautiful hardcover with matte lamination and spot gloss on the cover. Every page has color photos and illustrations and charming insights—a true celebration of life in the South.

**HUGE BRAND REACH:** Country Living has an audience of 29M readers on print and digital platforms. The book will be included in editorial features and email marketing.

**MEDIAGENIC AUTHORS:** Rachel Hardage Barrett is the editor-in-chief of Country Living and often appears on national media. She lives in Birmingham, Alabama. Jeanne Lyons Davis has been an editor at Southern Living and Country Living magazine and contributor to Architectural Digest, Atlanta Homes & Lifestyles, Brides, Coastal Living and Houstonia. She lives in Baton Rouge, Louisiana.



## THE SOUTHERNER'S Y'ALLMANAC: A COMPENDIUM OF WIT AND WISDOM FOR ALL SEASONS

By: Rachel Hardage Barrett with  
Jeanne Lyons Davis

**ON SALE 08/05/2025**

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**BISAC 2:** House & Home - Decorating  
& Furnishings

**BISAC 3:** Travel - United States - South - General

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