

FAST FACTS

Circulation

30,000+ AVERAGE CIRCULATION (EACH MONTH)



58% SUBSCRIBERS
33% NEWSSTANDS
9% REQUESTED

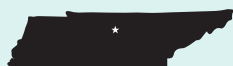
THE ONLY PAID PUBLICATION ON THE MARKET!

*SOLD ON ALL MAJOR NEWSSTANDS AND IN MOST HOTELS

\$4.99 COVER PRICE \$18 ANNUAL SUBSCRIPTION RATE

4.1 AVERAGE READERS PER ISSUE
91% PAID CIRCULATION
78% OF READERS PASS THE MAGAZINE ON TO OTHER PEOPLE

60% LIVE IN DAVIDSON COUNTY
27% LIVE IN WILLIAMSON COUNTY
9% OUT OF STATE SUBSCRIBERS



91% OF SUBSCRIBERS LIVE IN TENNESSEE

Nashville Lifestyles reaches Middle Tennessee's best educated and most affluent residents. Each month, our magazine is distributed through paid and verified subscriptions, single copy sales on newsstands, and at promotional events.

Readership

120,000+ MONTHLY READERSHIP

SUBSCRIPTIONS ARE UP 13% YEAR OVER YEAR



70% OF READERS ARE BETWEEN THE AGES OF 25-54

IN THE NEXT 12 MONTHS:

- 94% PLAN TO SPEND ON DINING & ENTERTAINMENT
- 81% PLAN TO SPEND ON WOMEN'S APPAREL
- 68% PLAN TO SPEND ON MEN'S APPAREL
- 65% PLAN TO SPEND ON TRAVEL & VACATIONS



Nashville Lifestyles readers are loyal, affluent, and looking for opportunities to spend their disposable income on the products and services our advertisers deliver. Our readers love Nashville Lifestyles and enjoy sharing the magazine with friends, neighbors, and colleagues.

The Essential Reader

49% KEEP NASHVILLE LIFESTYLES LONGER THAN ONE MONTH

56% HAVE A COMBINED ANNUAL HOUSEHOLD INCOME OF \$100,000+
32% HAVE A COMBINED ANNUAL HOUSEHOLD INCOME OF \$50-99K

67% ARE COLLEGE GRADUATES
26% POST COLLEGE GRADUATE



79% OF READERS FREQUENTLY PURCHASE PRODUCTS/SERVICES SEEN IN NASHVILLE LIFESTYLES**

92% OWN A HOME



98% OF READERS HAVE TAKEN ACTION AFTER READING NASHVILLE LIFESTYLES**

SOURCES
CVC Audit and Readership Study
2013 Nashville Lifestyles Readers Survey
CVC Publication Audit Report 2013-2014