

# DIGITAL TOUCHPOINTS

Providing daily content and diverse connections to a growing digital audience locally, regionally, and internationally. Engage with our most influential viewers and affluent customers with creative solutions.

## NASHVILLELIFESTYLES.COM

NASHVILLELIFESTYLES.COM is home to timely and local content that both complements and enhances the print magazine. The mobile responsive platform also gives viewers a daily dose of life in Music City through streaming videos, a dynamic restaurant guide, and an ever-growing events calendar.



**150,000+**  
MONTHLY PAGE VIEWS  
**81,000+**  
UNIQUE MONTHLY PAGE VIEWS



## E-NEWSLETTERS



Every week, *Nashville Lifestyles* connects to more than 45K e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

**45,000+**  
E-NEWSLETTER SUBSCRIBERS

**20%** AVERAGE OPEN RATE

**5%** AVERAGE CLICK THROUGH RATE

**ADVERTISER EXCLUSIVE** PREMIUM PLACEMENT (\$1,250)

## SOCIAL MEDIA

With six platforms and growing, *Nashville Lifestyles* is able to partner on creative messaging to connect directly with viewers in a variety of digital arenas.

**82,000+**  
FACEBOOK FOLLOWERS  
FACEBOOK.COM/NASHVILLELIFESTYLES

**66,000+**  
TWITTER FOLLOWERS  
@NASHLIFESTYLES

**27,000+**  
INSTAGRAM FOLLOWERS  
@NASHVILLELIFESTYLES

**2,000+**  
PINTEREST FOLLOWERS  
NASHLIFESTYLES 23 BOARDS:  
HOMES, DINING, STYLE, AND CULTURE

**SPOTIFY.COM**  
PLAYLISTS INCLUDE SEASONAL, EXCLUSIVE, AND LOCAL ARTISTS ACROSS ALL GENRES  
PLAYLISTS INCLUDE CELEBRITY Q&AS, BEHIND THE SCENES, AND SIGNATURE EVENTS  
@NASHVILLELIFESTYLES

## CONTESTS/GIVEAWAYS

*Nashville Lifestyles'* Contests page is a hub of user engagement, offering outlets for ticket giveaways, destination trips, and more. These custom promotion opportunities allow for increased user data with turnkey customized solutions.



## DIGITAL EDITION



The all-digital issue offers easy access to print content wherever, whenever. Available as a yearly subscription or a per-month purchase, readers can swipe through the latest restaurants, travel guides, beautiful home features, and advertiser offers.

