



NASHVILLE LIFESTYLES

AT HOME

MEDIA KIT 2018



EDITORIAL CALENDAR | DISTRIBUTION

NASHVILLE LIFESTYLES' AT HOME

Nashville Lifestyles At Home, a bi-annual magazine focusing on locally inspired design and décor for in and outside our home. *NL At Home* showcases the talent of architects, builders, interior designers, landscape architects, garden designers, artists and craftsmen whose special touches make Middle Tennessee homes unique places to live.



DEMOGRAPHIC & DISTRIBUTION

A valuable audience of affluent, high-end homeowners *Nashville Lifestyles At Home* magazine reaches a **desirable, affluent audience** of homeowners who invest in their properties. We are targeting to highly qualified consumers who are looking for ideas on how to improve their living space inside and out. There is no question as to whether you'll be reaching the right audience – advertising in *NL At Home* guarantees it!

What makes *Nashville Lifestyles At Home* magazine unique?

The *only* glossy magazine direct mailed to homes valued **more than \$500,000**

Sold on **more than 400 newsstands**

Newsstand shelf life of **6 months**

Distributed at home & kitchen tours, home-related & garden **trade shows and special events**

Mailed to **targeted businesses** in the home-related & garden industries and associations

NEWSSTAND DISTRIBUTION

Nashville Lifestyles At Home is found on newsstands such as Target, Whole Foods, Harris Teeter, Barnes & Noble, Books-A-Million, Parnassus Books, Walgreens + many more. To see a full list, log on to **www.nashvillelifestyles.com/AtHome**

CIRCULATION

Nashville Lifestyles At Home reaches **more than 160,000*** discerning readers, who are looking for ideas and inspiration to upgrade their living space inside and out.

Total Circulation: 40,000 Annually

Qualified Direct Mail: 24,000
(including paid subscribers)

Newsstands: 9,000

Trade show, kitchen tours, home & garden events: 7,000

*Readership reflects the industry standard of 4.2 readers per issue. The breakdown of circulation and total may vary slightly per issue based on events.

RATES AND SPECS | IN THE MAGAZINE

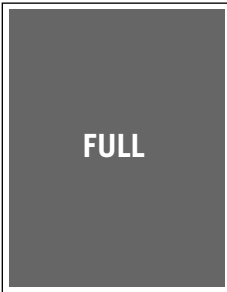
Information for buying and placing an ad in the print edition of *Nashville Lifestyles At Home*

CONTACT INFORMATION

Questions?
Call (615) 259-3636 or email
info@nashvillelifestyles.com

SHIPPING INFORMATION

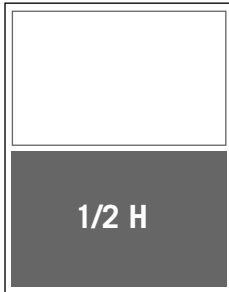
Nashville Lifestyles Magazine
Art Department
1100 Broadway | Nashville, TN 37203



FULL

FULL PAGE

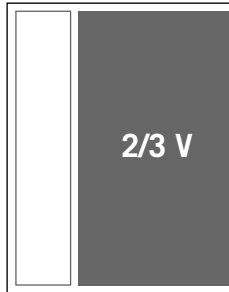
BLEED 9.25" x 11.125"
NON-BLEED 8.25" x 10.25"



1/2 H

1/2 HORIZONTAL

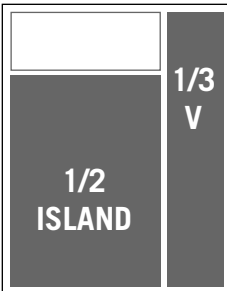
8.25" x 5"



2/3 V

2/3 VERTICAL

5.375" x 10.25"

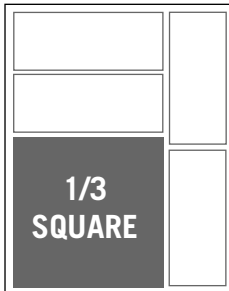


1/2 ISLAND

1/3 V

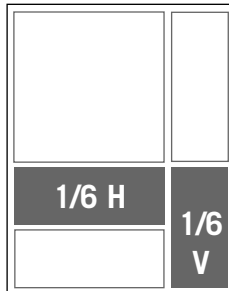
1/2 ISLAND
5.375" x 7.75"

1/3 VERTICAL
2.625" x 10.25"



1/3 SQUARE

1/3 SQUARE
5.375" x 5"



1/6 H

1/6 V

1/6 HORIZONTAL
5.375" x 2.375"

1/6 VERTICAL
2.625" x 5"



SPECIFICATIONS

MEDIA & FILE FORMATS PDF-X 1/a on a CD-Rom, DVD-R, or FTP Upload. Along with CD or FTP upload, please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person and ad name/# Pagemaker or Publisher files are not accepted.

MEDIA IS NON-RETURNABLE

Ads submitted by e-mail cannot exceed 20 MB. To send large files, contact the Production Specialist at (615) 259-3636 for FTP instructions.

BOOK TRIM SIZE 9" Wide by 10.875" Tall

LIVE AREA & BLEED All type or graphics not intended to trim should be positioned .375" or more from trim. Artwork intended to bleed must be created with a minimum of .125" image area beyond trim area to guarantee consistent bleed.

IMAGE REQUIREMENTS All images provided for ads should be final, color corrected, high resolution (300 dpi) CMYK files. No Spot colors are accepted. TIF or EPS file type is recommended. High resolution images should not be scaled up more than 115% to maintain image quality.

If files are prepared improperly and mechanical requirements are not met, *Nashville Lifestyles At Home* will NOT guarantee the reproduction of the ad.



DEADLINES

SPRING/SUMMER 2018

Space Reservation: Feb. 9, 2018
Ad Due: Feb. 16, 2018

FALL/WINTER 2018

Space Reservation: Aug. 10, 2018
Ad Due: Aug. 17, 2018

AD SIZE	1X RATE	2X RATE
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FULL PAGE	\$3075	\$2555
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2/3 PAGE	\$2495	\$2065
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1/2 HORIZONTAL	\$1955	\$1495
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1/3 VERTICAL	\$1495	\$1095
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1/3 SQUARE	\$1490	\$1090
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E-NEWSLETTER	\$1000	
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ONLINE AD	\$500	
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ONLINE W/PRINT AD BUY	\$350	
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PREMIUM	1X RATE	2X RATE
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BACK COVER	\$4000	\$3800
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INSIDE BACK	\$3760	\$3550
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INSIDE FRONT	\$3800	\$3700
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CENTER SPREAD	\$4350	\$3600
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