



NASHVILLE LIFESTYLES

# AT HOME

MEDIA KIT 2017





# 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](http://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

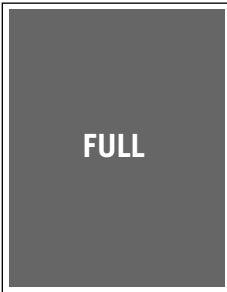
Information for buying and placing an ad in the print edition of *Nashville Lifestyles At Home*

## CONTACT INFORMATION

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

## SHIPPING INFORMATION

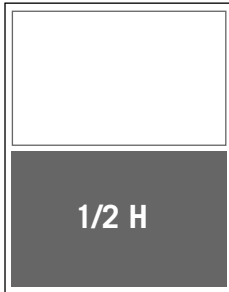
*Nashville Lifestyles Magazine*  
Art Department  
1100 Broadway | Nashville, TN 37203



FULL

### FULL PAGE

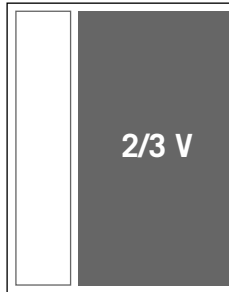
BLEED 9.25" x 11.125"  
NON-BLEED 8.25" x 10.25"



1/2 H

### 1/2 HORIZONTAL

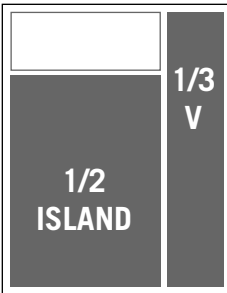
8.25" x 5"



2/3 V

### 2/3 VERTICAL

5.375" x 10.25"

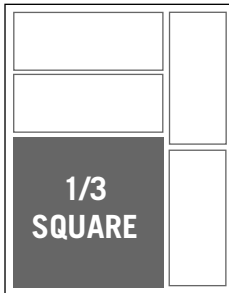


1/2 ISLAND

1/3 V

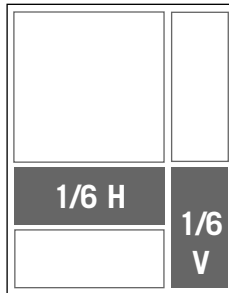
1/2 ISLAND  
5.375" x 7.75"

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 2017

Space Reservation: Feb. 10, 2017  
Ad Due: Feb. 17, 2017

### FALL/WINTER 2017

Space Reservation: Aug. 11, 2017  
Ad Due: Aug. 18, 2017

AD SIZE	1X RATE	2X RATE
<b>FULL PAGE</b>	\$3075	\$2555
<b>2/3 PAGE</b>	\$2495	\$2065
<b>1/2 HORIZONTAL</b>	\$1955	\$1495
<b>1/3 VERTICAL</b>	\$1495	\$1095
<b>1/3 SQUARE</b>	\$1490	\$1090
<b>E-NEWSLETTER</b>	\$1000	
<b>ONLINE AD</b>	\$500	
<b>ONLINE W/PRINT AD BUY</b>	\$350	

PREMIUM	1X RATE	2X RATE
<b>BACK COVER</b>	\$4000	\$3800
<b>INSIDE BACK</b>	\$3760	\$3550
<b>INSIDE FRONT</b>	\$3800	\$3700
<b>CENTER SPREAD</b>	\$4350	\$3600