



weddings

MEDIA KIT 2017/2018



EDITORIAL CALENDAR | DISTRIBUTION



OUR MAGAZINE

Since 2005, *Nashville Lifestyles Weddings* magazine has delivered local, inspiring wedding content, from fabulous photo essays and fashion coverage to comprehensive venue guides and advice from leading local experts. Our magazine reaches the city's most enthusiastic and affluent brides in an exquisite glossy magazine they trust.

CIRCULATION

Nashville Lifestyles Weddings distributes 15,000 copies annually.

NEWSSTANDS

NLW is sold via *Nashville Lifestyles'* vast network of newsstand locations throughout the Middle Tennessee area including bookseller chains, independent newsstands and grocery chains such as Whole Foods, Publix, Kroger, Barnes & Noble, and Books-A-Million. *Nashville Lifestyles Weddings* is the only local publication to change the cover two times per year to extend its presence on newsstands.

ADDITIONAL DISTRIBUTION

A copy of *Nashville Lifestyles Weddings* is sent directly to over 2,000 couples per year who place an engagement announcement through the *The Tennessean*, *Williamson A.M.*, *The Daily News Journal*, *Davidson A.M.*, *The Gallatin News Examiner*, and *The Hendersonville Star-News*.

Throughout the year, additional copies are sold on **Shop.NashvilleLifestyles.com**, used exclusively for bridal show gift bags, and distributed through our advertising partners.



REAL LOCAL WEDDINGS

For more information on wedding announcements or editorial submissions, please contact us at weddings@nashvillelifestyles.com



RATES AND SPECS | IN THE MAGAZINE

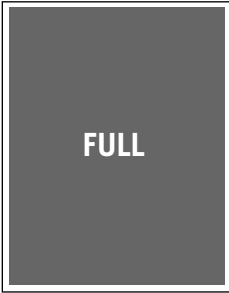
Information for buying and placing an ad in the print edition of *Nashville Lifestyles Weddings*

CONTACT INFORMATION

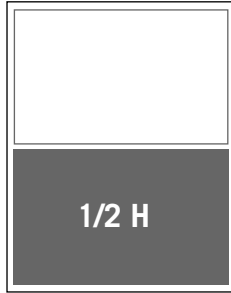
Questions?
Call (615) 259-3636 or email
weddings@nashvillelifestyles.com

SHIPPING INFORMATION

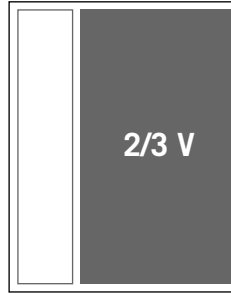
Nashville Lifestyles Magazine
Art Department/Weddings
1100 Broadway | Nashville, TN 37203



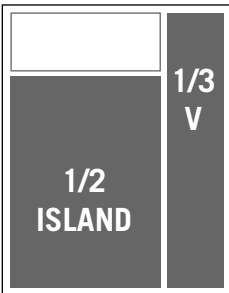
FULL PAGE
BLEED 9.25" x 11.125"
NON-BLEED 8.25" x 10.25"



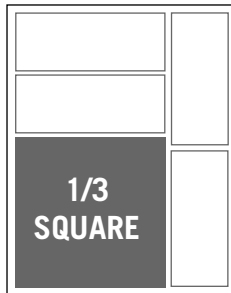
1/2 HORIZONTAL
8.25" x 5"



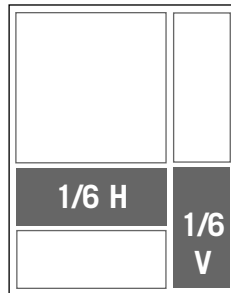
2/3 VERTICAL
5.375" x 10.25"



1/2 ISLAND
5.375" x 7.75"
1/3 VERTICAL
2.625" x 10.25"



1/3 SQUARE
5.375" x 5"



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 Weddings will NOT guarantee the reproduction of the ad.

AD SIZE	RATE
FULL PAGE	\$2150
2/3 PAGE	\$1750
1/2 PAGE ISLAND	\$1400
1/2 HORIZONTAL	\$1350
1/3 VERTICAL	\$1025
1/3 SQUARE	\$1025
1/6 HORIZONTAL	\$500
1/6 VERTICAL	\$500
ONLINE AD	\$500
ONLINE W/PRINT AD BUY	\$400



PREMIUM	RATE
BACK COVER	\$3800
CENTER SPREAD	\$3600
INSIDE FRONT	\$2700
INSIDE BACK	\$2550
FEATURES PAGE	\$2350

DEADLINES

WINTER/SPRING 2017
Space Reservation: Oct. 6, 2017
Ad Due: Oct. 13, 2017