

NASHVILLE

THE MAGAZINE OF MUSIC CITY

LIFESTYLES

2010-2011 EDITORIAL CALENDAR

THIS SCHEDULE OUTLINES PLANNED CONTENT—ALL MATERIAL IS SUBJECT TO CHANGE.



[MAY '10] PEOPLE AND THEIR PETS

The results of our cover dog search and a complete guide for pet owners including rescue and resources.

ADDITIONAL FEATURE: Fashion and Shopping Guide

SPACE RESERVATIONS 4/01/10

DIGITAL ADS 4/05/10

[JUNE '10] HEALTHY LIVING

Medical news and trends for the ultimate care in the area, organic eating sources and a focus on all things well.

SPECIAL SECTION: Medical Profiles

BONUS SECTION: REVIVE - A guide to fitness and beauty

SPACE RESERVATIONS 4/30/10

DIGITAL ADS 5/03/10

[JULY '10] THE ENTERTAINING ISSUE

The best buys in wine and food for your summer celebrations. Resources for home parties, take out treasures and secrets from top professionals.

ADDITIONAL FEATURE: Great Kitchens and Entertaining Spaces

SPACE RESERVATIONS 5/28/10

DIGITAL ADS 6/01/10

[AUGUST '10] THE HOT LIST

Our round-up of the most innovative and intoxicating people, places and things to watch. Celebrity packed edition!

SPECIAL AD SECTION: Dentists Profiles

SPACE RESERVATIONS 6/28/10

DIGITAL ADS 7/01/10

[SEPTEMBER '10] BEST DRESSED ISSUE

Celebrity stylists' secrets plus the city's most stylish individuals revealed.

BONUS SECTION: Your Money - Financial Tips & Trends to have more now

BONUS SECTION: REVIVE - A guide to fitness and beauty

SPACE RESERVATIONS 7/30/10

DIGITAL ADS 8/02/10

[OCTOBER '10] 25 MOST BEAUTIFUL PEOPLE

The most exciting issue of the year identifies the most gorgeous and talked-about people in our city.

SPACE RESERVATIONS 8/24/10

DIGITAL ADS 8/30/10

[NOVEMBER '10] HISTORY AND HEROES

A salute to the city's heritage and those who are shaping it today.

PLUS: Our ULTIMATE HOLIDAY GIFT GUIDE

SPACE RESERVATIONS 9/27/10

DIGITAL ADS 10/01/10

[DECEMBER '10-JAN '11] THE MUSIC ISSUE

Nashville's talented pool of musicians and upcoming artists, the year's most followed performers and a close look at industry executives and happenings.

BONUS SECTION: REVIVE - A guide to fitness and beauty

SPACE RESERVATIONS 10/27/10

DIGITAL ADS 11/01/10

[FEBRUARY '11] SINGLE IN THE CITY

Highlighting the most eligible individuals in and around Nashville.

PLUS: Romance: dining, travel, and Valentine's gifts.

BONUS SECTION: Home Improvement

SPACE RESERVATIONS 12/22/10

DIGITAL ADS 1/04/10

[MARCH '11] BEACH VACATIONS

The latest in beach rentals, travel, fashion and events.

BONUS SECTION: Luxury homes and real estate

SPACE RESERVATIONS 1/31/11

DIGITAL ADS 2/02/11

[APRIL '11] BEST RESTAURANTS

Our highly anticipated annual list, including reviews of the most delicious dining options in the market.

BONUS SECTION: REVIVE - A guide to fitness and beauty

SPACE RESERVATIONS 3/01/11

DIGITAL ADS 3/04/10

Nashville Lifestyles' ONLINE

With each issue, we include hundreds of social photos, fashion and beauty finds as well as event updates. Many of those are found exclusively on our website where content is continually fresh and followed by the city's most savvy shoppers and dwellers. In addition to unique placement opportunities on nashvillelifestyles.com, we offer sponsorship of our event and celebrity videos for the ultimate connection to our always current and curious online content!

Nashville Lifestyles Magazine

1100 Broadway • Nashville, Tennessee 37203 • T 615-259-3636 • F 615-259-9995

www.nashvillelifestyles.com

AD RATES AND MECHANICS



Reach the most affluent and influential consumers in Middle Tennessee on the pages of the **MONTHLY MAGAZINE** and our **HIGH-TRAFFIC WEBSITE**.

NASHVILLELIFESTYLES.COM provides the opportunity for a consistent presence with continually updated information about your business, while our **GLOSSY MAGAZINE** format has a long shelf life and sought after readership. The magazine's placement in the very best locations along with desirable subscribers and an active online following will put your business in front of the clients and prospects you wish to reach.

PRINT ADVERTISING

FOUR COLOR	1x	4x	6x	8x	11x
Full page	\$3340	\$3075	\$2725	\$2555	\$2395
2/3 page	2860	2495	2225	2065	1895
1/2 page island	2325	2175	1945	1635	1545
1/2 horizontal	2165	1955	1775	1495	1365
1/3 vertical	1655	1495	1335	1095	955
1/3 square	1645	1490	1325	1090	955
1/6 horizontal	1080	885	760	660	625
1/6 vertical	1090	915	770	685	640

PREMIUM PRICING

SINGLE PREMIUMS	1x	4x	6x	8x	11x
Inside back	\$4340	\$4170	\$3970	\$3770	\$3570
Inside front	4540	4370	4170	3970	3770
Back cover	5500	5380	5200	5060	4800
Features 1	3680	3285	2955	2665	2540
Features 2	3680	3285	2955	2665	2540
Publisher's page	3680	3285	2955	2665	2540
Center Spread	5290	5010	4800	4550	4310



ONLINE ADVERTISING

NUMBER OF IMPRESSIONS	RATE/MO	PACKAGE SIZE
25,000	\$400	Small
35,000	\$550	Small
50,000	\$750	Medium
75,000	\$1,150	Large
100,000	\$1,400	Large

PREMIUM PLACEMENTS

E-Newsletter EXCLUSIVE	\$750/mo
Pre-Roll Video	\$300/mo
Site Sponser SHARED (2 ADV) EXCLUSIVE	\$375/mo \$750/mo



DISCOUNTS AND REWARDS FOR OUR PARTNERS

By combining your online and print campaign, you can save significant dollars – getting your message out more frequently and with greater impact. Our packages can be customized depending on your individual goals. Our team can create a plan designed specifically for your needs. Overall, those contracting to advertise both in print and online will benefit from tremendous savings on their advertising investment with a minimum six-month commitment to both formats.

**Total contract reduction of 10% on 6x/6month commitments
For those investing in both mediums for a full year – 15% total discount.**

**additional savings and opportunities available for those interested in nashvilleweddings.com and murfreesboromag.com.*

PRINT SPECS AND REQUIREMENTS

NASHVILLE
LIFESTYLES

BOOK TRIM SIZE: 9" WIDE BY 10.875" TALL

LIVE AREA All type or graphics not intended to trim should be positioned .375" or more from trim.

GUTTER SAFETY All copy should be placed .375" from the gutter on full page ads.

MEDIA & FILE FORMATS

CD-Rom, DVD-R or FTP Upload (preferred format)*

*Along with CD or an FTP upload, please provide an Acceptable proof, the Issue Date, Advertiser, Agency Name, Phone Number, Contact Person and Ad Name/#.

Media is non-returnable.

PREFERRED FILE FORMAT - PDF-X 1/a

A Properly created PDF-X 1/a file supplied on a disk with a high-quality SWOP-standard proof is the preferred format for camera-ready advertisements. Please be sure to turn bleeds (1/8") on when exporting full page bleed ads to a PDF. In PDF-X 1/a files all fonts and images should be embedded.

ALTERNATE FILE FORMATS ACCEPTED

Native Application Files (MAC Only), Quark 7 or earlier, Adobe CS2 or earlier (Illustrator, InDesign, Photoshop). PC users must provide Hi Resolution PDF-X 1/a, or a PDF for print. Please include all CMYK graphic files, screen and printer fonts and original document layout. If changes are to be made by *Nashville Lifestyles* to an ad supplied by disk or via email, your ad must come in a format with which *Nashville Lifestyles* can work (i.e. unflattened).

- PDF files must contain only 4-color process images (CMYK).
- *Nashville Lifestyles* is not responsible for incorrectly prepared PDF files.

BLEED SPECIFICATIONS

Image area not intended to be trimmed must be .3125 from the trim size of 9" by 10.875". Material intended to bleed must be furnished with a minimum of .125" image area beyond the trim area. On anything less than .125 bleed, publisher cannot guarantee consistent bleed.

ACCEPTABLE PROOFS

Press Proofs, Kodak Approvals or EPSON proofs are required to ensure color guidance on press.

- Supplied color guidance must meet all SWOP specifications with 5%, 25%, 50%, 75%, 95% and 100% CMYK control patches.
- Proofs must be provided at 100% size with cropmarks.
- Color laser proofs are NOT acceptable for color guidance on press.

CONTACT INFORMATION

If you have any questions about the digital requirements or if you need further assistance, contact our Production Director, **Rick Johnson at 1.615.259.3636, ext. 31.**

PRODUCTION REMINDERS

Additional Production Charges for the Advertiser may result if the below guidelines are not followed.

- Ads submitted by e-mail must not be larger than 5 MB, if larger, please contact the production director.
- All spread ads should be prepared as two individual bleed pages. (See full page bleed dimensions)
- Do NOT send JPEG or GIF files. Do NOT send files in RGB.
- All spot colors should be converted to CMYK.
- The magazine prints at 150 line screen, maximum ink density is 280%.
- All ads created in an unacceptable format will not be accepted and will require resubmission or recreation.
- All ads submitted should be suitable to print as is. *Nashville Lifestyles* is not responsible for any errors in content, or color shifts on press if no approved color proof have been supplied.
- If files are prepared improperly and mechanical requirements are not met, *Nashville Lifestyles* will NOT guarantee the reproduction of the ad.
- No Pagemaker or Publisher files can be accepted.

IMAGE REQUIREMENTS:

All images provided for ads should be final, color corrected, high resolution (300dpi) 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.

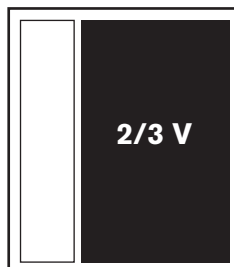
SHIPPING INSTRUCTIONS

Nashville Lifestyles Magazine | Production Department
1100 Broadway | Nashville, TN 37203
production@nashvillelifestyles.com

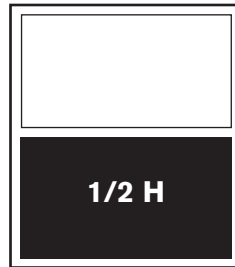


Full Bleed 9.25" x 11.125"

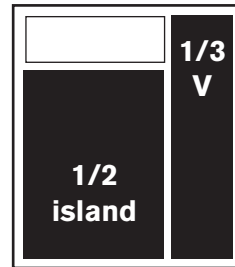
No Bleed 8.25" x 10.25"



2/3 V 5.375" x 10.25"

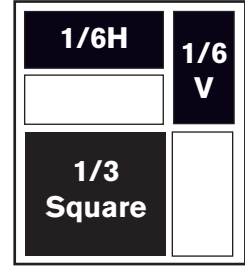


1/2 H 8.25" x 5"



1/2 island 5.375" x 7.75"

1/3 V 2.625" x 10.25"



1/6 V 2.625" x 5"

1/6 H 5.375" x 2.375"

1/3 S 5.375" x 5"

ONLINE SPECS AND REQUIREMENTS

NASHVILLE
LIFESTYLES

NashvilleLifestyles.com reflects the magazine's commitment to delivering the latest on celebrities, events, nightlife, cuisine, real estate, travel and more. Add an online component to your magazine ad to increase your reach to the savvy online reader.



Name	Width x Height	Max kb
A Site Sponsor	88 x 31	40kb
B Leaderboard	728 x 90	40kb
C Island	300 x 250	40kb
D Skyscraper	160 x 600	40kb
E Pre-Rol Video	.wmv or .flv	10-15 sec

SPECIFICATIONS

File Types Accepted: GIF, JPEG, HTML, JavaScript, Flash

Resolution: 72 dpi for Web-ready. Minimum 300 dpi for all other artwork.

Link: Include exact URL for link.

Flash Ads: Use the Click TAG method.

Lead Time: 4 business days

Reporting: Clients will be provided with a monthly status report during your campaign period as well as a final report at the end of campaign period if requested.

In-house Production: We would be happy to produce advertisements for clients. Please contact your sales representative for more information.

"I want to let you know how pleased I've been with the initial results of my affiliation with the nashvillelifestyles.com website. My website traffic has gone through the roof, and I've had several positive comments from those that either are clients or from friends that have known me in a more social setting...so I know what we're doing together is working. What is even more unique is the recognition from the viewers of your site and their positive thoughts when I meet them personally. So needless to say, I'm very pleased... I appreciate your faith in my abilities and the opportunity to do what we're doing together."

Brian E. Carden
Peachtree Planning of Tennessee, LLC
www.briancarden.com

