

WE KNOW OUR CITY.

For more than nine years, *Nashville Lifestyles* has been a unique presence in the marketplace, and in our readers' lives and homes. We're in a class of our own as the only monthly magazine covering and representing Nashville as it's grown into a world-class city.

We deliver substantial editorial content, signature events, strong media partnerships and charity sponsorships. The magazine partners with and sponsors more than 75 local events each year and, through our affiliation with *The Tennessean*, we participate in more than 100 events each year.

WE KNOW OUR AUDIENCE*.

Our readers are loyal, affluent and looking for opportunities to spend their disposable income on the products and services our advertisers deliver.

55% of our readers are between the ages of 35 to 54.

70% are married or partnered.

69% of our readers have a minimum household income of \$75,000 or more.

82% own their own home and **67%** live in Davidson and Williamson counties.

WE KNOW HOW TO REACH OUR AUDIENCE.

- We boast a readership of nearly 123,000 and a 30-day-plus shelf life.
- Our readers save our issues for up to a year and share them with their colleagues and friends. The pass-along rate is six people per copy.
- More than 50% of our readers have been reading *Nashville Lifestyles* for six years.
- We work closely with our advertisers to develop comprehensive plans that extend beyond the printed page. Whether it's leveraging our online presence or creating an exclusive event, we help our advertisers get the most out of their investment in our magazines.

WE KNOW HOW TO MARKET.

- Only *Nashville Lifestyles* brings the weight of multi-media relationships. Our print presence is unmatched, with regular placement in *Murfreesboro Magazine*, which reaches 25,000 readers. It is also featured in *At Home*, which reaches 50,000 readers.
- We regularly advertise in *The Tennessean*, on billboards and in Graffiti locations throughout Middle Tennessee. Our online presence is equally strong.
- Our website is prominently featured on *The Tennessean's* website, which gets 500,000 hits/day.
- As an integral part of the greater Nashville area, *Nashville Lifestyles* is distributed at many events. Whether the magazine is placed in top patrons' gift bags, in cars or in a special display space, the magazine maximizes exposure at events.

Nashville Lifestyles is the only local publication that is a member of the prestigious City and Regional Magazine Association. To qualify and maintain membership, a magazine must meet strict standards, including editorial integrity, high-quality production standards and strict circulation guidelines that are verified through an industry-approved, third-party auditor. *Nashville Lifestyles* also maintains memberships with Chambers of Commerce throughout middle Tennessee.

NEWSSTAND **48%**
 SUBSCRIBERS **30%**
 PROMOTIONAL/MARKETING COPIES **12%**
 HOTEL/AIRPORT/HOSPITAL GIFT SHOPS **10%**

86%
 average sell-through rate on newsstands!

“Our Wholefoods & Wholebody customers love *Nashville Lifestyles*! We love to support local and this is our most popular local item. It is always sold out, when the new edition arrives people are eagerly waiting to see the new cover story.”

— Emily Salzer
 Whole Body Team Leader

WE KNOW HOW TO REACH NEW READERS.

CONTROLLED We constantly seek new readers and continue to grow our reader base. We send various subscription and promotional offers to desirable zip codes, organizations and areas, determining the best ways to expand our reach.

NEWSSTAND *Nashville Lifestyles* is sold at key, high-visibility newsstands in the greater Nashville area, including up-front, banner placements at popular and high-trafficked locations such as Borders Books and Music and the Metropolitan Nashville Airport. Our magazine is also sold at key regional newsstands in cities such as Birmingham, Atlanta and Louisville.

REALTORS Area realtors use *Nashville Lifestyles* for new homeowner gifts.

MEDICAL, DENTAL AND PROFESSIONAL OFFICES *Nashville Lifestyles* is placed in high-traffic areas like doctors' offices, hair salons, service waiting areas and law offices.

EXECUTIVE RELOCATION PACKETS Various local banks and mortgage companies place *Nashville Lifestyles* in their packets mailed to executives moving to the area.

IN-FLIGHT *Nashville Lifestyles* is the official and only local magazine available on Nashville Jet flights.

Local Newsstands

Barnes & Noble
 Books-a-Million
 Borders Books & Music
 (West End, Brentwood & Cools Springs)
 Chef's Market
 Cosmetic Markets
 Dotted Line
 Flavour
 F.Y.E.
 Harris Teeter
 Kroger
 Nashville Metropolitan Airport
 Publix
 Queen Bee
 Social Graces
 Target
 Walgreen's

Wal-Mart
 Whole Foods

Regional Newsstands

Barnes & Noble
 Borders Books & Music
 Joe Muggs
 Joseph Beth Bookstores

Hotels

Embassy Suites
 The Hermitage Hotel
 Hilton Downtown Suites
 Hutton Hotel
 Loews Vanderbilt Plaza
 Nashville Marriott at
 Vanderbilt University
 Union Station Hotel