

# DIGITAL TOUCHPOINTS

Providing daily content and diverse connections to a growing digital audience locally, regionally, and internationally. Engage with our most influential viewers and affluent customers with creative solutions.

## NASHVILLELIFESTYLES.COM

**NASHVILLELIFESTYLES.COM** is home to timely and local content that both complements and enhances the print magazine. The mobile responsive platform also gives viewers a daily dose of life in Music City through streaming videos, a dynamic restaurant guide, and an ever-growing events calendar.

## E-NEWSLETTERS



Every week, *Nashville Lifestyles* connects to more than 45K e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

**50,000+**

E-NEWSLETTER SUBSCRIBERS

**20%** AVERAGE OPEN RATE

**5%** AVERAGE CLICK THROUGH RATE

**ADVERTISER EXCLUSIVE** PREMIUM PLACEMENT (\$1,250)

## SOCIAL MEDIA

With six platforms and growing, *Nashville Lifestyles* is able to partner on creative messaging to connect directly with viewers in a variety of digital arenas.

**85,000+** FACEBOOK FOLLOWERS  
FACEBOOK.COM/NASHVILLELIFESTYLES

**86,000+** TWITTER FOLLOWERS  
@NASHLIFESTYLES

**49,000+** INSTAGRAM FOLLOWERS  
@NASHVILLELIFESTYLES

**2,000+** PINTEREST FOLLOWERS  
NASHLIFESTYLES 17 BOARDS:  
DINING, STYLE, CELEBS, AND INTERIORS

**SPOTIFY.COM** PLAYLISTS INCLUDE SEASONAL, EXCLUSIVE, AND LOCAL ARTISTS ACROSS ALL GENRES  
PLAYLISTS INCLUDE CELEBRITY Q&S, BEHIND THE SCENES, AND SIGNATURE EVENTS  
@NASHVILLELIFESTYLES

## CONTESTS/GIVEAWAYS

*Nashville Lifestyles'* Contests page is a hub of user engagement, offering outlets for ticket giveaways, destination trips, and more. These custom promotion opportunities allow for increased user data with turnkey customized solutions.

## DIGITAL EDITION



The all-digital issue offers easy access to print content wherever, whenever. Available as a yearly subscription or a per-month purchase, readers can swipe through the latest restaurants, travel guides, beautiful home features, and advertiser offers.



**150,000+**

MONTHLY PAGE VIEWS

**81,000+**

UNIQUE MONTHLY PAGE VIEWS



# RATES & SPECS: DIGITAL

**Nashville Lifestyles offers a variety of components to reach the savvy online reader.**

Offering ways to target your ads to specific audiences, we can help you select the placement, duration, and ad size(s) that will best serve your needs. **NASHVILLELIFESTYLES.COM** has been **redesigned** to be more searchable, with rich layers of content about our growing city.

- Entertainment, Dining, Party Pics, and Calendar pages get the **HIGHEST TRAFFIC** on NashvilleLifestyles.com.
- All our content is easily **SHAREABLE** and **SEARCHABLE**.
- Over **65%** of our viewership is unique.
- The site receives **200,000+ PAGEVIEWS** each month.

## AD PLACEMENT

PAGE	RATES	AD SIZE	DESCRIPTION	WIDTH x HEIGHT
<b>HOMEPAGE</b>	\$ 750	<b>LEADERBOARD</b>		970 X 90 PIXELS
<b>ENTERTAINMENT</b>	\$ 500			728 X 90 PIXELS
<b>DINING</b>	\$ 500			300 X 100 PIXELS
<b>PARTY PICS</b>	\$ 500			<b>ISLAND</b> 300 X 250 PIXELS
<b>LIVING</b>	\$ 500			<b>SKYSCRAPER</b> 300 X 600 PIXELS
<b>CONTESTS</b>	\$ 500			
<b>PEOPLE</b>	\$ 500			
<b>CALENDAR</b>	\$ 500			
<b>AT HOME</b>	\$ 500			
<b>WEDDINGS</b>	\$ 500			

## SPECIAL DIGITAL ADVERTISING OPPORTUNITIES



**NATIVE/ADVERTORIAL CUSTOM CONTENT** \$1,500-\$3,000  
 Share your story on NashvilleLifestyles.com the way you want it told.  
[Click to View Example 1](#)  
[Click to View Example 2](#)

**E-NEWSLETTER** \$1,250  
 (2 sent per month)  
 Dedicated (only your content) \$2,500

## SPECIFICATIONS

**ACCEPTED FILE FORMATS** GIF, jpeg, html, JavaScript, Flash

**RESOLUTION** 72 dpi for web-ready; minimum 300 dpi for all other artwork

**LINK** Include the exact URL for link

**REPORTING** Clients will be provided with a monthly status report during your campaign period, as well as a final report at the end of your campaign period if requested

**FLASH ADS** Use the Click TAG method

**IN-HOUSE PRODUCTION** Please contact your sales representative to schedule a custom designed ad or for more information

