



# NASHVILLE LIFESTYLES

MEDIA KIT 2021





WE KNOW NASHVILLE.

ROOFTOP  
HOTSPOTS.

HOTTEST  
HOME TRENDS.

SMART  
INFLUENCERS.

Since 1999, *Nashville Lifestyles* magazine has served as the authority on all things Nashville. As the only paid publication on the market, *Nashville Lifestyles* engages a diverse readership of more than **120,000+ people each month**.

*Nashville Lifestyles* offers the very best of Music City, with a focus on food, fitness, entertainment, culture, and fashion. Advertisers can trust that their messages are surrounded by compelling content — and reaching an affluent, well-educated audience.

In print, online, or at one of our signature events, *Nashville Lifestyles* embodies Nashville's "It-City" status.



# OUR READERSHIP

## Circulation

30,000+

AVERAGE CIRCULATION (EACH MONTH)



58% SUBSCRIBERS

33% NEWSSTANDS

9% REQUESTED

THE ONLY PAID PUBLICATION ON THE MARKET!

\*SOLD ON ALL MAJOR NEWSSTANDS AND IN MOST HOTELS

\$4.99 COVER PRICE \$18 ANNUAL SUBSCRIPTION RATE

4.1

AVERAGE READERS PER ISSUE

91% PAID CIRCULATION

78% OF READERS PASS THE MAGAZINE ON TO OTHER PEOPLE

60%  
27%  
9%

LIVE IN DAVIDSON COUNTY  
LIVE IN WILLIAMSON COUNTY  
OUT OF STATE SUBSCRIBERS



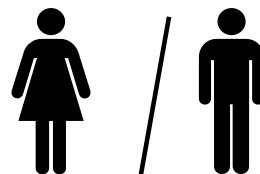
91%

OF SUBSCRIBERS LIVE IN TENNESSEE

## Readership

120,000+ MONTHLY READERSHIP

SUBSCRIPTIONS ARE UP 13% YEAR OVER YEAR



65% FEMALE

35% MALE

70% OF READERS ARE BETWEEN THE AGES OF 25-54

### IN THE NEXT 12 MONTHS:

94% PLAN TO SPEND ON DINING & ENTERTAINMENT

81% PLAN TO SPEND ON WOMEN'S APPAREL

68% PLAN TO SPEND ON MEN'S APPAREL

65% PLAN TO SPEND ON TRAVEL & VACATIONS



## The *Essential* Reader

49% KEEP NASHVILLE LIFESTYLES LONGER THAN ONE MONTH

56% HAVE A COMBINED ANNUAL HOUSEHOLD INCOME OF \$100,000+  
32% HAVE A COMBINED ANNUAL HOUSEHOLD INCOME OF \$50-99K

67% ARE COLLEGE GRADUATES  
26% POST COLLEGE GRADUATE



79% OF READERS FREQUENTLY PURCHASE PRODUCTS/SERVICES SEEN IN NASHVILLE LIFESTYLES\*\*

92% OWN A HOME



98% OF READERS HAVE TAKEN ACTION AFTER READING NASHVILLE LIFESTYLES\*\*

## NASHVILLE LIFESTYLES

reaches Middle Tennessee's **best educated and most affluent residents**. Each month, our magazine is distributed through paid and verified subscriptions, single copy sales on newsstands, and at promotional events.



## NASHVILLE LIFESTYLES READERS

are **loyal, affluent**, and looking for opportunities to spend their disposable income on the products and services our advertisers deliver. **Our readers love Nashville Lifestyles** and enjoy sharing the magazine with friends, neighbors, and colleagues.

# EDITORIAL CALENDAR



## JANUARY

**Editorial:** The Music Issue  
+ Resolution Guide  
**Special Ad Sections:**  
Music Venue Guide, Fitness Guide  
**Space Deadline:** November 20, 2020  
**Ads Due:** November 27, 2020  
**EVENT:** Music in the City



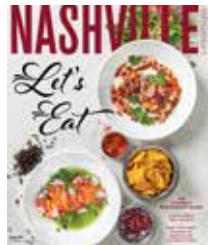
## FEBRUARY

**Editorial:** The Love Issue  
+ Winter Getaways  
**Special Ad Section:** Schools/Camps  
**Space Deadline:** December 18, 2020  
**Ads Due:** December 24, 2020  
**EVENT:** Swig Cocktail Competition



## MARCH

**Editorial:** Most Expensive Homes  
+ Wellness, Beauty  
**Special Ad Sections:** Beach Guide,  
Revive  
**Space Deadline:** January 22, 2021  
**Ads Due:** January 29, 2021  
**EVENT:** Nashville Influencers



## APRIL

**Editorial:** The Restaurant Issue  
+ Fashion  
**Special Ad Sections:** Menu Guide  
**Space Deadline:** February 19, 2021  
**Ads Due:** February 26, 2021  
**EVENT:** Battle of the Burger



## MAY

**Editorial:** Pets Issue  
+ Neighborhoods Guide  
**Special Ad Section:** Spotlight  
**Space Deadline:** March 19, 2021  
**Ads Due:** March 26, 2021  
**EVENTS:** Pups & Patios + Chef Duel



## JUNE

**Editorial:** Guide to Summer + Travel  
**Special Ad Section:**  
10 Things to Do This Summer  
**Space Deadline:** April 16, 2021  
**Ads Due:** April 23, 2021  
**EVENT:** Nashville Influencers



## JULY

**Editorial:** Top Doctors  
+ Cheap Eats  
**Special Ad Section:**  
Top Doctors  
**Space Deadline:** May 21, 2021  
**Ads Due:** May 28, 2021  
**EVENT:** Bartender Bash



## AUGUST

**Editorial:** Women in Business, Travel  
**Space Deadline:** June 18, 2021  
**Ads Due:** June 25, 2021  
**EVENT:** Women in Business  
Luncheon



## SEPTEMBER

**Editorial:** Fashion + Education  
**Special Ad Section:**  
Top Dentists + School Guide  
**Space Deadline:** July 23, 2021  
**Ads Due:** July 30, 2021  
**EVENTS:** Top Doctors & Dentists  
Reception, At Home Event



## OCTOBER

**Editorial:** Most Beautiful People  
+ Weekend Getaways  
**Space Deadline:** August 20, 2021  
**Ads Due:** August 27, 2021  
**EVENT:** Most Beautiful People



## NOVEMBER

**Editorial:** Signature Dish Issue  
+ Entertaining Guide  
**Special Ad Section:**  
Music City Spotlight  
**Space Deadline:** September 17, 2021  
**Ads Due:** September 24, 2021  
**EVENT:** Brunch & Bloodys



## DECEMBER

**Editorial:** Most Fascinating of 2021  
+ Travel + Gift Guide  
**Special Ad Section:** Gift Guides  
**Space Deadline:** October 22, 2021  
**Ads Due:** October 29, 2021  
**EVENT:** Holiday Party/  
Year in Review



# SIGNATURE EVENTS



## MUSIC IN THE CITY

JANUARY | 300+ GUESTS

This event brings the hottest up-and-coming artists from top record labels to the stage in an up-close and personal setting.



## SWIG COCKTAIL COMPETITION

FEBRUARY | 200+ GUESTS

An evening of music, drinking, and entertainment in competition for the most creative cocktail in honor of the SWIG publication release.



## BRAND & INFLUENCERS PANEL

MARCH | 100+ GUESTS

A curated panel of Nashville notables discuss their success, strategy and influence.



## BATTLE OF THE BURGER

APRIL | 500+ GUESTS

Guests and a panel of judges sample and choose the winner.



## CHEF DUEL DINNER

MAY | 200+ GUESTS

Celebrity chefs pair up to create an amazing menu for a night of delicious food and drink.



## PUPS & PATIOS

MAY | 200+ GUESTS

Bring your pups to happy hour! Nashville Lifestyles is hosting our first "Yappy Hour" for you and your best friend.



## NASHVILLE INFLUENCERS

JUNE | 100+ GUESTS

A special panel of Nashville professionals gather for a networking event with entrepreneurs and leaders from around the city.



## BARTENDER BASH

JULY | 300+ GUESTS

The city's best bartenders compete for the best cocktail in our annual summer/fall event series.



## WOMEN IN BUSINESS

AUGUST | 350+ GUESTS

This upscale luncheon gives women the opportunity to network. It will include a keynote speaker, Q&A, lunch and wine.



## TOP DOCTORS & DENTISTS

SEPTEMBER | 150+ GUESTS

We proudly recognize the best doctors and dentists in Nashville in our July and September issues, and we invite the honorees to attend a prestigious cocktail reception.



## AT HOME EVENT

SEPTEMBER | 150+ GUESTS

Architects, interior designers, builders, design bloggers, and homeowners gather to celebrate those chosen as the best in their category and featured in the September *At Home* magazine.



## MOST BEAUTIFUL PEOPLE

OCTOBER | 300+ GUESTS

This invitation-only event reveals our list of Nashville's 25 Most Beautiful People to an impressive and discerning crowd.



## BRUNCH & BLOODY'S

NOVEMBER | 250+ GUESTS

This event features restaurants with the best breakfasts in town. Guests will enjoy unlimited brunch bites, a Bloody Mary bar, and more.



## HOLIDAY PARTY/ YEAR IN REVIEW

DECEMBER | 150+ GUESTS

A cocktail reception honoring new business owners and people throughout the year that we have featured in our publications.

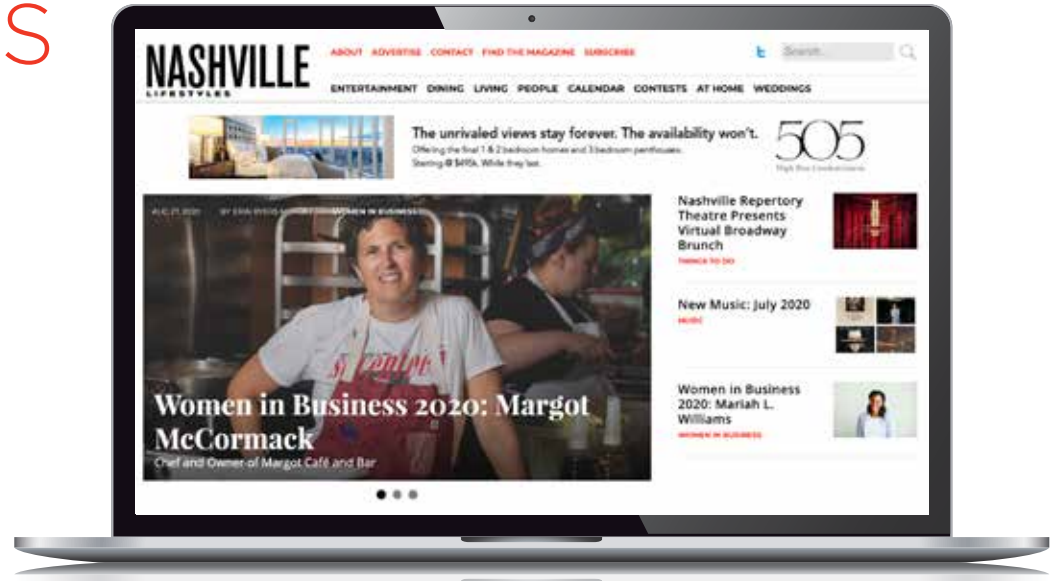


## CUSTOM EVENTS

Custom event services tailored to fit your brand and reach your audience. Services range from consulting to planning and executing. Pricing is tiered depending on scope of work. Pricing upon request.

# 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

Home to timely and local content that both complements and enhances the print magazine. Optimized for mobile use, the web site also gives viewers a daily dose of life in Music City through streaming videos, a dynamic restaurant guide, and an ever-growing events calendar.

**90,000+**  
MONTHLY PAGE VIEWS



## E-NEWSLETTERS

Every week, *Nashville Lifestyles* connects to more than 45,000 e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

**20,000+**

## E-NEWSLETTER SUBSCRIBERS

**20%** AVERAGE OPEN RATE

**12%** 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

 NASHVILLELIFESTYLES

**86,000+**

## TWITTER FOLLOWERS

 @NASHVILLELIFESTYLES

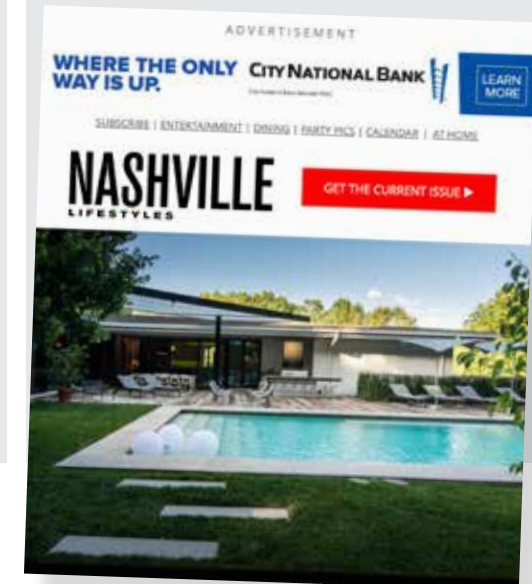
**72,000+**

## INSTAGRAM FOLLOWERS

@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.





# THE MAGAZINE OF MUSIC CITY



**NASHVILLE**  
LIFESTYLES

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BACHELORETTE



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