



NASHVILLE LIFESTYLES

MEDIA KIT 2024



ROOFTOP HOTSPOTS.

HOTTEST HOMETRENDS

SMART INFLUENCERS.

WE KNOW NASHVILLE.



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, wellness, travel, 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.

NASHVILLE LIFESTYLES



OUR READERSHIP

Circulation

30,000+ AVERAGE CIRCULATION (EACH MONTH)



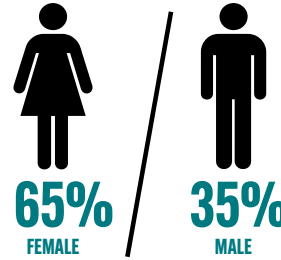
- 58% SUBSCRIBERS
- 33% NEWSSTANDS
- 9% REQUESTED

THE ONLY PAID PUBLICATION ON THE MARKET!



Readership

120,000+ MONTHLY READERSHIP



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

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**

*SOLD ON ALL MAJOR NEWSSTANDS AND IN MOST HOTELS

\$4.99 COVER PRICE / **\$24** ANNUAL SUBSCRIPTION RATE

4.1 AVERAGE READERS PER ISSUE / **91%** PAID CIRCULATION OF READERS PASS THE MAGAZINE ON TO OTHER PEOPLE / **78%**

60% LIVE IN DAVIDSON COUNTY
27% LIVE IN WILLIAMSON COUNTY
9% OUT OF STATE SUBSCRIBERS

91% OF SUBSCRIBERS LIVE IN TENNESSEE

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



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.

SOURCES: CVC Audit and Readership Study 2013; Nashville Lifestyles Readers Survey CVC Publication Audit Report 2013-2014

PLANNING CALENDAR



JANUARY

Editorial: The Music Issue
Special Ad Sections:
10 Interior Design Trends
Ask the Expert
Space Deadline: November 17, 2023
Ads Due: November 27, 2023
EVENT: Music in the City



FEBRUARY

Editorial: Most Romantic Bars
+ Romantic Getaways
Special Ad Section:
Schools/Camps
Space Deadline: December 15, 2023
Ads Due: December 22, 2023
EVENT: Singles/
Valentine's Day Event



MARCH

Editorial: Women's Issue
Special Ad Sections:
Beach Guide
Revive
Space Deadline: January 19, 2024
Ads Due: January 26, 2024
EVENT: Notable Nashville Women
EVENT: Swig Cocktail Competition



APRIL

Editorial: The Restaurant Issue
Special Ad Sections:
Restaurant Guide
Staycation Guide
Space Deadline: February 16, 2024
Ads Due: February 23, 2024
EVENT: Battle of the Burger



MAY

Editorial: Why We Love Franklin
+ Pets Issue
Special Ad Section:
Music City Spotlight
Space Deadline: March 15, 2024
Ads Due: March 22, 2024
EVENTS: PetFest



JUNE

Editorial: Summer Fun + Travel
Special Ad Section:
Things to Do This Summer
Space Deadline: April 12, 2024
Ads Due: April 19, 2024



JULY

Editorial: Top Doctors
Special Ad Section:
Top Doctors
Space Deadline: May 17, 2024
Ads Due: May 24, 2024
EVENT: Bartender Bash



AUGUST

Editorial: Women in Business, Travel
Space Deadline: June 14, 2024
Ads Due: June 21, 2024
EVENT: Women in Business



SEPTEMBER

Editorial: The Fashion Issue
Special Ad Sections:
Top Dentists
School Guide
Space Deadline: July 19, 2024
Ads Due: July 26, 2024



OCTOBER

Editorial: 25th Anniversary:
Most Beautiful People
+ Weekend Getaways
Space Deadline: August 16, 2024
Ads Due: August 23, 2024
EVENT: Most Beautiful People



NOVEMBER

Editorial: Steakhouses
+ Entertaining for holidays
Special Ad Section:
Spotlight Real Estate Professionals
Space Deadline: September 13, 2024
Ads Due: September 20, 2024
EVENT: Bartender Bash Brunch Edition



DECEMBER

Editorial: Music City Holiday
+ Travel + Gift Guide
Special Ad Section: Gift Guides
Space Deadline: October 18, 2024
Ads Due: October 25, 2024
EVENT: Holiday Event

PRINT RATE/SPECS



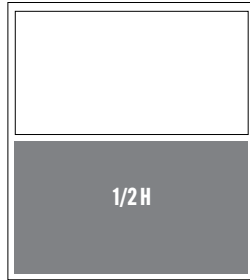
FULL BLEED

FULL PAGE
BLEED: 9.25"x11.125"
TRIM SIZE: 9"x10.875"



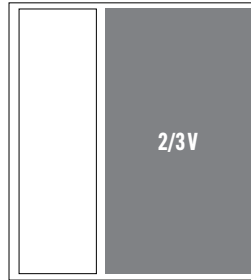
FULL
NON-BLEED

FULL PAGE
NON-BLEED: 8.25"x10.25"
(white space appears
around ad edge)



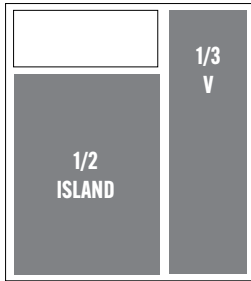
1/2H

1/2 HORIZONTAL
8.25"x5"



2/3V

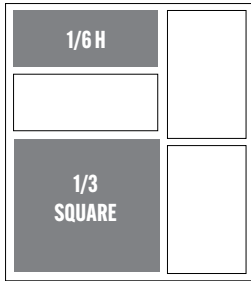
2/3 VERTICAL
5.375"x10.25"



1/3
V

1/2
ISLAND

1/2 ISLAND: 5.375"x7.75"
1/3 VERTICAL: 2.625"x10.25"



1/6H

1/3
SQUARE

1/3 SQUARE: 5.375"x5"
1/6 HORIZ.: 5.375"x2.375"



TWO-PAGE SPREAD

TWO-PAGE SPREAD
BLEED: 18.25"x11.125" | SAFE AREA: 17.625"x10.5"
TRIM SIZE: 18"x10.875"

SPECIFICATIONS

MEDIA & FILE FORMATS

PDF-X 1/a provided via e-mail, or shared in a DropBox, WeTransfer, Google Drive or other file sharing platform. Please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person, and ad name/#. Quark, Word or any files other than Adobe files are not accepted.

MEDIA IS NON-RETURNABLE

Ads submitted by e-mail cannot exceed 20 MB. To send large files, contact the Graphic Designer/ Production Manager at (615) 259-3636 for instructions.

BOOK TRIM SIZE

9" wide by 10.875" tall

LIVE AREA & BLEED

All copy 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 will NOT guarantee the reproduction of the ad.



PREMIUM RATES

RATES	1x	3x	6x	9x+
Inside Back	\$9000	\$7600	\$5200	\$3600
Inside Front	\$9000	\$7600	\$5200	\$3600
Back Cover	\$10800	\$9200	\$6300	\$4350
Spread	\$5600	\$5300	\$5000	\$4000

RATES

RATES	1x	3x	6x	9x+
Full Page	\$3100	\$3000	\$2800	\$2200
2/3 Vert	\$2300	\$2200	\$2100	\$1700
1/2 Island	\$1800	\$1700	\$1600	\$1300
1/2 Horiz	\$1800	\$1700	\$1600	\$1300
1/3 Vert	\$1400	\$1300	\$1200	\$1000
1/3 Square	\$1400	\$1300	\$1200	\$1000
1/6 Horizontal	\$1200	\$1100	\$1000	\$900

GUARANTEED PLACEMENT INCURS ADDITIONAL 10%

PROCESSING FEE - PER AD/PER MONTH

\$25: 1-3 ADS PER MONTH
\$50: 4 ADS OR MORE PER MONTH

CONTACT INFORMATION

QUESTIONS? Call (615) 259-3636 or e-mail
production@nashvillelifestyles.com

SHIPPING INFORMATION

Nashville Lifestyles magazine,
Art Department
1801 West End Ave. 17th Floor
Nashville, TN 37203

NASHVILLE
LIFESTYLES

SIGNATURE EVENT



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.



SINGLES-VALENTINE'S DAY

FEBRUARY | 200+ GUESTS

Nashvillians meet, mix and mingle with fellow party-goers who are looking to celebrate the holiday of love doing something fun and unique.



SWIG COCKTAIL COMPETITION

MARCH | 200+ GUESTS

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



NOTABLE NASHVILLE WOMEN

MARCH | 200+ GUESTS

New for 2024, notable women in Nashville come together for a panel discussion, sharing their inspiring stories in a theater-style setting.



BATTLE OF THE BURGER

APRIL | 300+ GUESTS

Guests and a panel of judges sample and vote for the Best Burger in Nashville. Competitors from the city's best restaurants always bring their A-game for this heated battle.



PET FEST EVENT SERIES

MAY/JUNE/JULY | 200+ GUESTS

Pet lovers and their furry friends come together to enjoy an evening of pet-friendly family fun for this event series.



BARTENDER BASH

JULY | 200+ GUESTS

The city's best bartenders compete for the best craft cocktail at our annual summer event. Guests sample delicious drinks and vote for their favorite.



WOMEN IN BUSINESS

AUGUST | 350+ GUESTS

This upscale reception gives the opportunity to network with our Women in Business honorees and other professionals. It includes cocktails, hors d'oeuvres and a Q&A.



MOST BEAUTIFUL PEOPLE

OCTOBER | 300+ GUESTS

This invitation-only event reveals our list of Nashville's 25 Most Beautiful People to an impressive VIP crowd at a new hot spot location.



BARTENDER BASH: BRUNCH EDITION!

NOVEMBER | 200+ GUESTS

The city's best bartenders compete for the best brunch-themed cocktail. Guests sample delicious drinks and vote for their favorite.



HOLIDAY EVENT

DECEMBER | 250+ GUESTS

Attendees celebrate the season with a family-friendly event full of fun activities that are sure to get everyone in the holiday spirit.



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.



Experience Music City.

It's the excitement of *Nashville Lifestyles* magazine at your fingertips.

To keep up with our lineup of exciting signature events, subscribe to our newsletter at nashvillelifestyles.com.

CONTACT YOUR ADVERTISING REPRESENTATIVE OR OUR EVENTS MANAGER:
stacey@nashvillelifestyles.com

We know Nashville.

NASHVILLE
LIFESTYLES

NASHVILLELIFESTYLES.COM