



NASHVILLE LIFESTYLES

AT HOME

MEDIA KIT 2024



NASHVILLE LIFESTYLES' AT HOME

Nashville Lifestyles At Home, a bi-annual magazine focusing on locally inspired design and décor for in and outside our home. *NL At Home* showcases the talent of architects, builders, interior designers, landscape architects, garden designers, artists and craftsmen whose special touches make Middle Tennessee homes unique places to live.



DEMOGRAPHIC & DISTRIBUTION

A valuable audience of affluent, high-end homeowners *Nashville Lifestyles At Home* magazine reaches a **desirable, affluent audience** of homeowners who invest in their properties. We are targeting to highly qualified consumers who are looking for ideas on how to improve their living space inside and out. There is no question as to whether you'll be reaching the right audience – advertising in *NL At Home* guarantees it!

What makes *Nashville Lifestyles At Home* magazine unique?

The *only* glossy magazine direct mailed to homes valued **more than \$1,000,000**

Sold on **more than 400 newsstands**

Newsstand shelf life of **6 months**

Distributed at home & kitchen tours, home-related & garden **trade shows and special events**

Mailed to **targeted businesses** in the home-related & garden industries and associations

NEWSSTAND DISTRIBUTION

Nashville Lifestyles At Home is found on newsstands such as Target, Whole Foods, Harris Teeter, Barnes & Noble, Books-A-Million, Parnassus Books, Walgreens + many more. To see a full list, visit www.nashvillelifestyles.com/find-the-magazine

CIRCULATION

Nashville Lifestyles At Home reaches **more than 160,000*** discerning readers, who are looking for ideas and inspiration to upgrade their living space inside and out.

Total Circulation: 40,000 Annually

Qualified Direct Mail: 24,000
(including paid subscribers)

Newsstands: 9,000

Trade show, kitchen tours, home & garden events: 7,000

*Readership reflects the industry standard of 4.2 readers per issue. The breakdown of circulation and total may vary slightly per issue based on events.

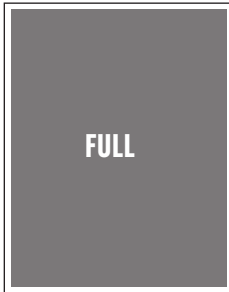
RATES AND SPECS | IN THE MAGAZINE

CONTACT INFORMATION

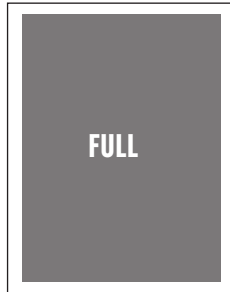
Questions?
Call (615) 259-3636 or email
info@nashvillevillages.com

SHIPPING INFORMATION

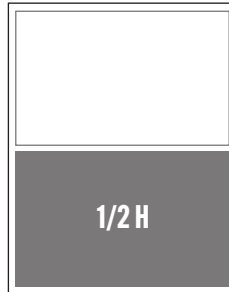
Nashville Villages Magazine
Art Department
1801 West End Ave. | Nashville, TN 37203



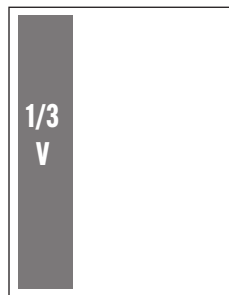
FULL PAGE
BLEED 9.25" x 11.125"
TRIM SIZE 9" x 10.875"



FULL PAGE
NON-BLEED 8.25" x 10.25"



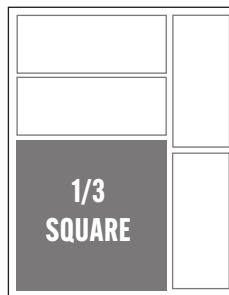
1/2 HORIZONTAL
8.25" x 5"



1/3 VERTICAL
2.625" x 10.25"



1/2 ISLAND
5.375" x 7.75"



1/3 SQUARE
5.375" x 5"

ASK YOUR AD REP FOR DIGITAL RATES

AD SIZE	1X RATE	2X RATE
FULL PAGE	\$3400	\$2700
1/2 HORIZONTAL	\$1800	\$1500
1/2 ISLAND	\$1800	\$1500
1/3 VERTICAL	\$1500	\$1200
1/3 SQUARE	\$1500	\$1200
PREMIUM	1X RATE	2X RATE
BACK COVER	\$3600	\$2900
INSIDE BACK	\$3600	\$2900
INSIDE FRONT	\$3600	\$2900
SPREAD	\$5440	\$4320

PROCESSING FEE - PER AD/PER MONTH
\$25: 1-3 ADS PER MONTH
\$50: 4 ADS OR MORE PER MONTH



DEADLINES

SPRING/SUMMER 2024

Space Reservation: Feb. 2, 2024
Ads Due: Feb. 9, 2024

FALL/WINTER 2025

Space Reservation: Aug. 2, 2024
Ads Due: Aug. 9, 2024



SPECIFICATIONS

MEDIA & FILE FORMATS PDF-X 1/a on a CD-Rom, DVD-R, or FTP Upload. Along with CD or FTP upload, please provide an acceptable proof, issue date, advertiser, agency name, phone, contact person and ad name/#. Pagemaker or Publisher files are not accepted. **MEDIA IS NON-RETURNABLE**

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

BOOK TRIM SIZE 9" Wide by 10.875" Tall

LIVE AREA & BLEED All type 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 Villages At Home will NOT guarantee the reproduction of the ad.