



# weddings

MEDIA KIT • SUMMER/FALL 2024





## EDITORIAL CALENDAR | DISTRIBUTION



### OUR MAGAZINE

Since 2005, *Nashville Lifestyles Weddings* magazine has delivered local, inspiring wedding content, from fabulous photo essays and fashion coverage to comprehensive venue guides and advice from leading local experts. Our magazine reaches the city's most enthusiastic and affluent brides in an exquisite glossy magazine they trust.

### CIRCULATION

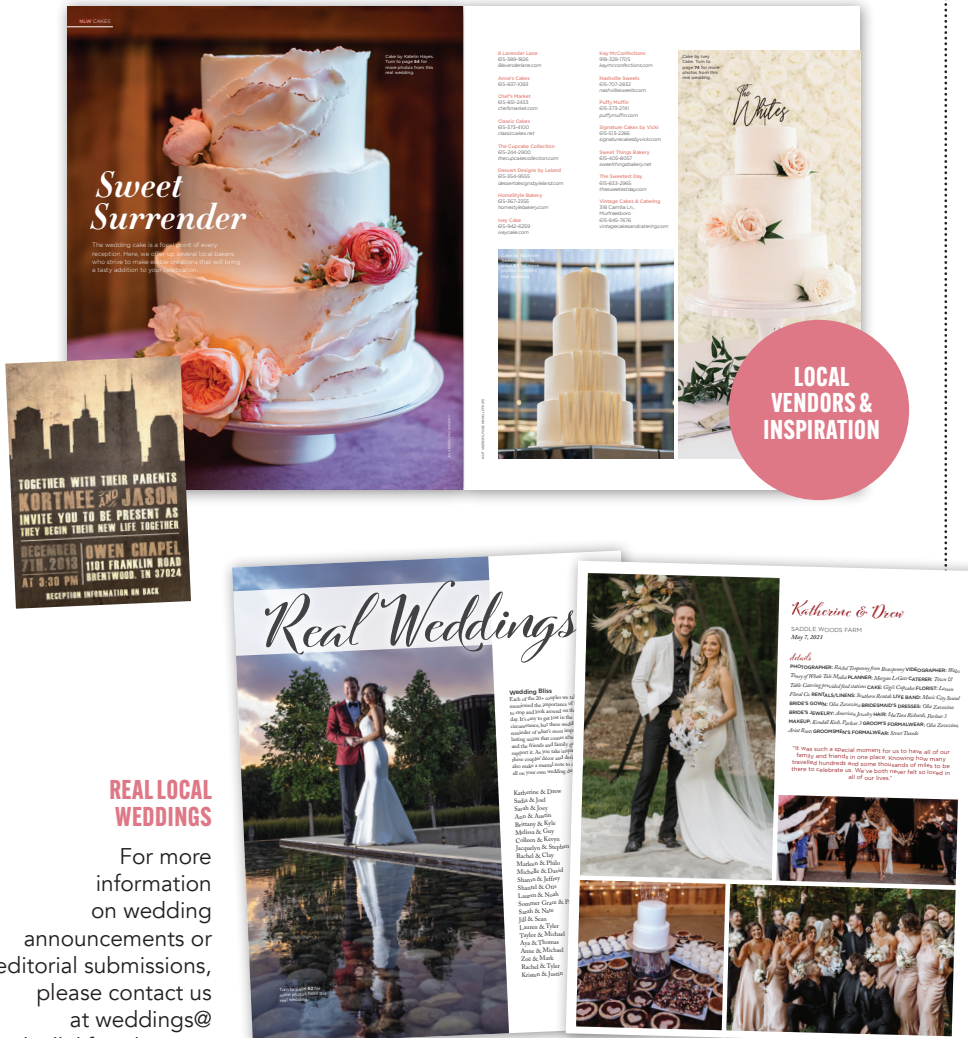
*Nashville Lifestyles Weddings* distributes 15,000 copies annually.

### NEWSSTANDS

NLW is sold via *Nashville Lifestyles'* vast network of newsstand locations throughout the Middle Tennessee area including bookseller chains, independent newsstands and grocery chains such as Whole Foods, Publix, Kroger, Barnes & Noble, and Books-A-Million. *Nashville Lifestyles Weddings* is the only local publication to change the cover two times per year to extend its presence on newsstands.

### ADDITIONAL DISTRIBUTION

Throughout the year, additional copies are sold on **Shop.NashvilleLifestyles.com**, used exclusively for bridal show gift bags, and distributed through our advertising partners. Additional distribution includes wedding venues in the middle Tennessee area, bridal shops and public places.



# RATES AND SPECS | IN THE MAGAZINE

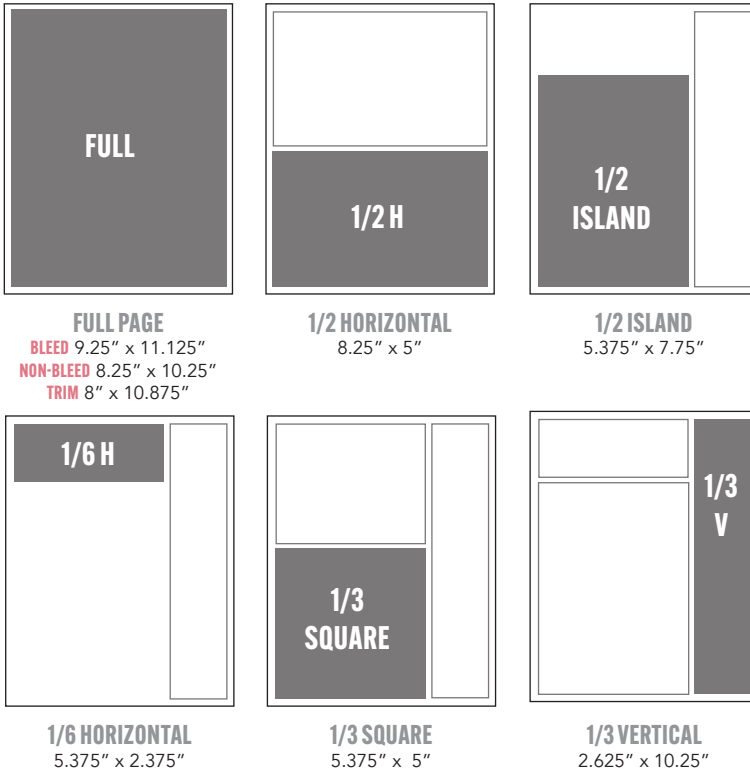
Information for buying and placing an ad in the print edition of *Nashville Lifestyles Weddings*

## CONTACT INFORMATION

Questions?  
Call (615) 259-3636 or email  
weddings@nashvillelifestyles.com

## SHIPPING INFORMATION

Nashville Lifestyles Magazine  
Art Department/Weddings  
1801 West End Ave. | Nashville, TN 37203



## SPECIFICATIONS

**MEDIA & FILE FORMATS** PDF-X 1/a via a filesharing service or FTP Upload. Along with a fileshare 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 Lifestyles Weddings will NOT guarantee the reproduction of the ad.

## OUR RATES

AD SIZE	1X	2X
<b>FULL PAGE</b>	\$3400	\$3300
<b>1/2 PAGE ISLAND</b>	\$2000	\$1900
<b>1/2 HORIZONTAL</b>	\$2000	\$1900
<b>1/3 VERTICAL</b>	\$1600	\$1550
<b>1/3 SQUARE</b>	\$1600	\$1550
<b>1/6 HORIZONTAL</b>	\$1150	\$1100
PREMIUM	1X	2X
<b>BACK COVER</b>	\$3900	\$3800
<b>SPREAD</b>	\$5440	\$5280
<b>INSIDE FRONT</b>	\$3900	\$3800
<b>INSIDE BACK</b>	\$3900	\$3800

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



## DEADLINES

### SUMMER/FALL 2024

Space Reservation: May 3, 2024  
Ads Due: May 10, 2024

### WINTER/SPRING 2024

Space Reservation: Sept. 27, 2024  
Ads Due: Oct. 11, 2024