



NASHVILLE
LIFESTYLES
DIGITAL MEDIA KIT 2024

DIGITAL TOUCHPOINTS

WE KNOW
NASHVILLE.



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.

100,000+

MONTHLY PAGE VIEWS

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.

SOCIAL MEDIA

Nashville Lifestyles can partner on creative messaging to connect directly with viewers.

90,000+

FACEBOOK FOLLOWERS

f NASHVILLELIFESTYLES

83,000+

TWITTER FOLLOWERS

@NASHLIFESTYLES

95,000+

INSTAGRAM FOLLOWERS

@NASHVILLELIFESTYLES

E-NEWSLETTERS

Each week, *Nashville Lifestyles* connects to more than 25,000 e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

24,000+

E-NEWSLETTER
SUBSCRIBERS

43-44% AVERAGE
OPEN RATE

1-2% AVERAGE CLICK
THROUGH RATE

ADVERTISER EXCLUSIVE
PREMIUM PLACEMENT
(\$1,250)

WEBSITE ADVERTISING

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 on **NASHVILLELIFESTYLES.COM**. Searchable, with rich layers of content about our growing city, our site offers:

- Entertainment, Dining, Party Pics, and Calendar pages get the **HIGHEST TRAFFIC** on **NASHVILLELIFESTYLES.COM**.
- All our content is easily **SHAREABLE** and **SEARCHABLE**.
- More than **65%** of our viewership is unique.
- The site receives **100,000+ PAGE VIEWS** each month.

AD PLACEMENT: DIGITAL RATE & SPECS

PAGE	RATES
RUN OF SITE	\$ 1500
HOMEPAGE	\$ 750
INTERIOR PAGES	\$ 500

100,000+
MONTHLY
PAGE VIEWS

AD SIZE SPECIFICATIONS

DESCRIPTION	WIDTH x HEIGHT
LEADERBOARD	970 X 90 PIXELS 728 X 90 PIXELS 300 X 100 PIXELS
ISLAND	300 X 250 PIXELS
SKYSCRAPER	300 X 600 PIXELS

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](#)

[Click to View Example 3](#)



LET US DESIGN
YOUR AD FOR
ONLY **\$100**

PROCESSING FEE - PER AD/PER MONTH

\$25: 1-3 ADS PER MONTH

\$50: 4 ADS OR MORE PER MONTH

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.



E-NEWSLETTER

Each week, *Nashville Lifestyles* connects to more than 26,000 e-newsletter subscribers providing direct access to our exclusive content, upcoming events, and magazine features.

ADVERTISER EXCLUSIVE

REACH

26,000+

E-NEWSLETTER SUBSCRIBERS

42% AVERAGE OPEN RATE

1-2% AVERAGE CLICK THROUGH RATE

INDUSTRY AVERAGE 26%



E-NEWSLETTER

DIGITAL OPTIONS

1 **NASHVILLE LIFESTYLES E-NEWSLETTER:**
ADVERTISING POSITIONS

A. LEADERBOARD AD

AD SPECS | WIDTH x HEIGHT

LEADERBOARD | 728 X 90 PIXELS

RATE: \$1250

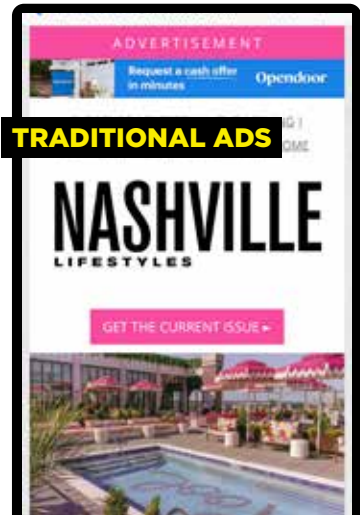
B. SPONSORED CONTENT WITHIN EMAIL

RATE AVAILABLE UPON REQUEST

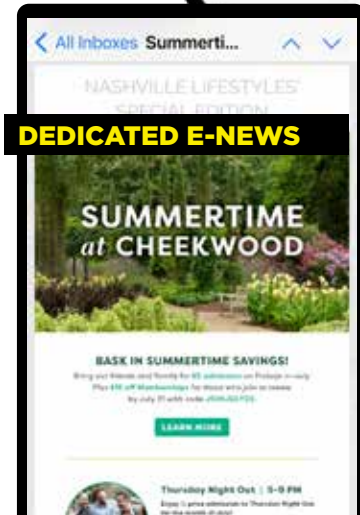
2 **DEDICATED E-NEWSLETTER TO NASHVILLE LIFESTYLES LIST:**
YOUR CONTENT TO OUR SUBSCRIBER LIST

RATE: \$2500

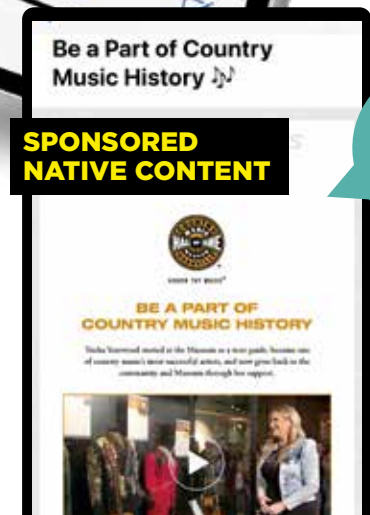
PROCESSING FEE- PER AD/PER MONTH
\$25: 1-3 ADS PER MONTH
\$50: 4 ADS OR MORE PER MONTH



TRADITIONAL ADS



DEDICATED E-NEWS



SPONSORED NATIVE CONTENT

NASHVILLE LIFESTYLES

DIGITAL MARKETING SOLUTIONS



We offer a Targeted Email Database Catalog!
 This includes some of the **most extensive data** in the industry including buying habits, income, geography — 100+ options! Costs depend on the quantity ordered. Inquire with your sales rep for a custom email targeted opportunity.

REACH YOUR DEMOGRAPHIC WITH PRECISION:

We provide you with the opportunity to reach the exact audience you want. Select from a variety of demographics, including:

- Buying habits
- Auto information
- Children
- Ethnicity & religion
- Health
- High tech
- Home ownership
- Household information
- Income & wealth
- Interests
- Occupation
- Geography

EXAMPLE:

\$3000
 FOR 50,000
 NAMES WITH AN
 E-MAIL REMINDER

CUSTOM COUNTS AVAILABLE *

PRICING DEPENDS ON COUNTS

SOCIAL MEDIA

INSTAGRAM TAKEOVER

Half a day to present to our audience with 8-10 stories and one hard post.

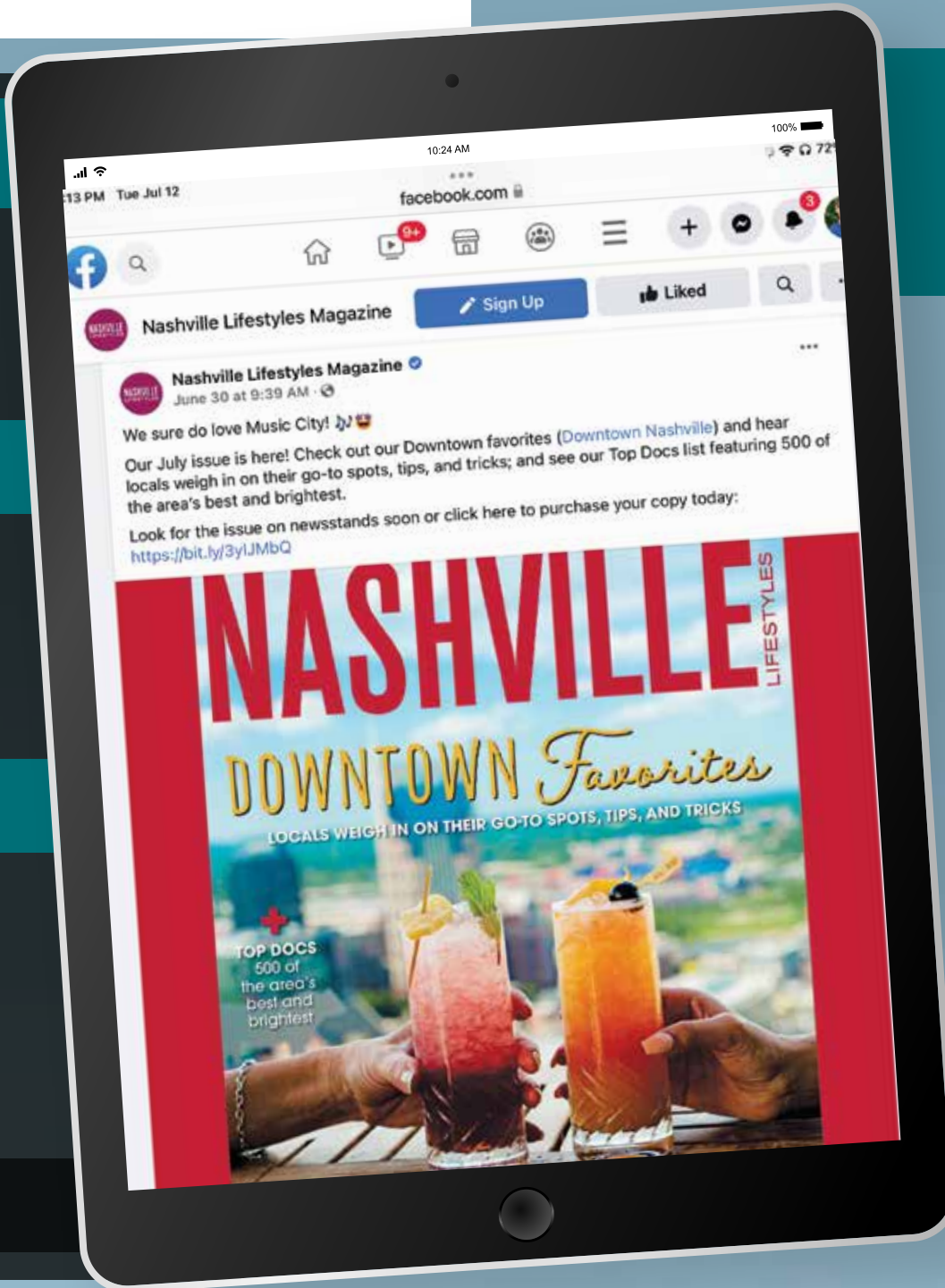
INSTAGRAM COLLABS*

Use our social media presence to reach your audience and ours with a special collab.

SOCIAL MEDIA HARD POSTS*

- Facebook
Twitter Post:
1200x630 px
- Insta story:
1080x1920 px

**RATES AVAILABLE
UPON REQUEST**



**USE THE POWER
OF OUR ENGAGED
AUDIENCE**

f 90,000+

FACEBOOK FOLLOWERS

FACEBOOK.COM/NASHVILLELIFESTYLES

t 83,000+

TWITTER FOLLOWERS

@NASHLIFESTYLES

i 95,000+

INSTAGRAM FOLLOWERS

@NASHVILLELIFESTYLES

Target different
demographics and reach

262,000+

FANS AND FOLLOWERS

* Depending on approval
and availability.