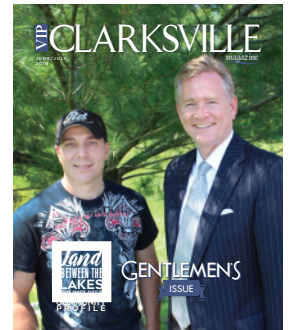


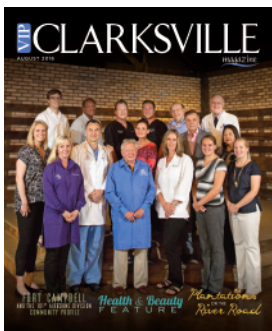
VIP CLARKSVILLE

magazine

2017 *media* KIT



social • lifestyle • community • business



VIP Clarksville Magazine is a custom publication of
Sixteen Media, LLC.

.....
www.vipclarksville.com • www.facebook.com/vipclarksville

why should you advertise with us?

#1 *VIP Clarksville Magazine* is known for its high print quality.

#2 We make your business image our top priority.

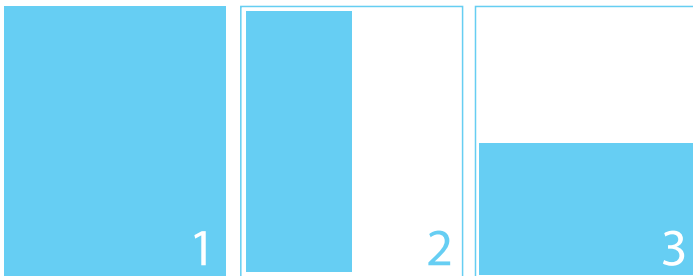
#3 Our distribution is concentrated + strategic, ensuring the magazine is placed directly into the hands of YOUR ideal target audience.

#4 *VIP Clarksville Magazine* is full of relevant and interesting LOCAL content. We care about our community and write about things that matter to YOU.

#5 We provide customized marketing plans + packages, designed to meet the individual needs of you and your business. This makes your investment with *VIP Clarksville Magazine* lasting + impactful.

#6 Your ads are not only found in print, but also published in our digital issue + featured on our website and social media platforms.

ad specs

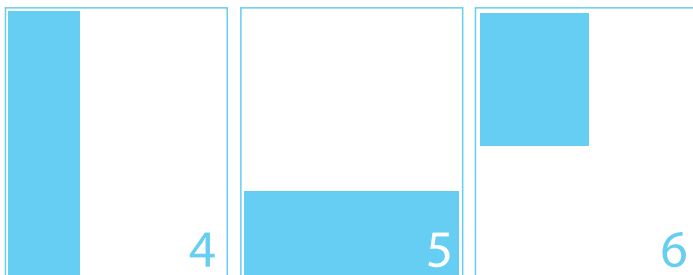


FULL PAGE
10.5w x 12.75h

BLEED: 10.5w x 12.75h
TRIM: 10w x 12.25h
LIVE: 8.875w x 11.25h

1/2 VERTICAL
4.3125w x 11.25h

1/2 HORIZONTAL
8.875w x 5.5h



1/3 VERTICAL
4.15 x 11.25h

1/3 HORIZONTAL
8.875w x 5.33

1/4 ISLAND
4.3125w x 5.5h

deadlines

All advertising deadlines are the 20th of the month prior to the month of publication.
Content and editorial is subject to change.

ad rates

AD SIZE	1x	5x	10x	10x Auto Pay
1/4 Island + 1/3	\$790	\$571	\$483	\$412
1/2 Page (H/V)	\$1245	\$854	\$737	\$658
Full Page	\$1960	\$1379	\$1225	\$1137
Inside Cover	-	-	\$1325	\$1271
Back Cover	-	-	\$1483	\$1412
Center Spread	-	\$2325	\$2137	\$2075
Column Sponsor full or 1/3page	Ask your sales rep for more details.			

* All rates are billed MONTHLY.

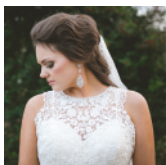
ad guidelines

• **Ad material submitted for design:** We only accept EPS or vector files for logos. Otherwise, logos and all photographs must be high resolution .jpg or .tif files, 300 dpi or higher (non-flattened files). We cannot use logos or photographs from websites.

• **Customer supplied ads:** Ads submitted camera ready cannot be altered by our design team. Fonts must be embedded or outlined. All color ads should be submitted in CMYK format at 300dpi or higher. We cannot accept Microsoft Publisher, Word or any other non-design program files. All text must be within the safe zones. Use only bleed. Do not export with crop or bleed marks. Up to 3 proofs will be provided at no charge. Additional charges will apply for over 3 proofs and purchased stock images or photography requests.

• **Important:** All text on full page ads must remain within the safe area guidelines, or it will be cut off. When exporting files, use only bleed. Do not export with crop or bleed marks.

2017 editorial calendar



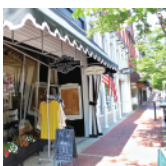
FEB
The Bridal Issue



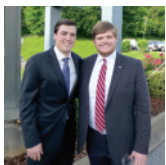
MAR
Your Finances
Senior Living



APR
Home + Garden
Real Estate



MAY
Destination
Downtown / Travel



JUN / JUL
Gentlemen's Issue
Attorney Profiles

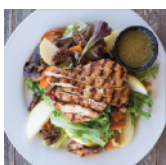
** on stands June 15th



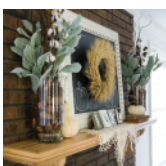
AUG
Health + Beauty
VIP Kids



SEP
Academics
Football + Fall Fashion



OCT
Taste of Clarksville
Women's Health



NOV
Fall in Love with
Your Home



DEC / JAN
The Holiday Issue
** on stands December 15th

this is what we call, "added value!"

Purchasing an ad with VIP Clarksville Magazine offers much more than just a print ad in one magazine:

- Complimentary inclusion on digital platforms including ISSUU with over 6,000 views
- Editorial opportunities with several special section ad packages
Complimentary event coverage
- Complimentary event coverage and listings on our print and digital event calendars
- Complimentary Social Media posts for special promotions, events, etc.
- Exclusive annual, digital offers for Bridal, Senior Living, Health & Beauty, Home/Real Estate and Taste of Clarksville websites



advertise on our website

AD SIZE	PIXELS	MONTHLY PRICE
Homepage Banner Ad	703 X 88	\$400
Homepage Slider Ad	636 X 245	\$250
Secondary Section Banner Ad	703 X 88	\$300
Secondary Section Slider Ad	636 X 245	\$150
Homepage Static Ad	310.5 x 396	\$150
Secondary Static Ad	310.5 x 396	\$100

**CONTACT US AT: SALES@VIPCLARKSVILLE.COM
FOR MORE INFORMATION**

by the numbers

VIP Clarksville, a social lifestyle publication, brought to you by Sixteen Media, LLC.

how much has #magmedia grown?

On average, magazine readership has grown by 6.2% since 2015.

how many bff's do you have?

Devoted #magmedia readers have more BFFs than tv or radio users, spreading their ideas over a wide circle.

how do we know print magazines work?

Reading on paper is slower and deeper; paper readers remember more.

PAPER BASED READING =

*higher comprehension + recall • stimulates emotions + desires • slower reading speeds
preferred by majority (including millenials) • more focused attention + less distraction*

90%

OF AMERICAN ADULTS
HAVE READ MAGAZINES
IN THE PAST 6 MONTHS!

#1

PRINT MAGAZINES ARE #1
IN REACHING
AFFLUENT, INFLUENTIAL
CUSTOMERS.

61%

OF READERS ARE INSPIRED
TO TAKE ACTION AFTER
SEEING A PRINT
#MAGAZINE AD.



let's get tweeting!

- Net audience for #print and #digital magazines continues to grow.
- The total number of adults who read #digital edition magazines has grown rapidly since 2011.
- Print magazines are more balanced across generations than other media, including internet, TV, radio and newspapers.
- Households with income of \$150+ are drawn to #magazines.
- Magazines show the highest return on advertising spending.
- Advertising in print in combination with other media adds substantially to brand awareness.
- The top 25 #print magazines reach more adults and teens than the top 25 primetime TV shows.