



Attract home owners to your business.

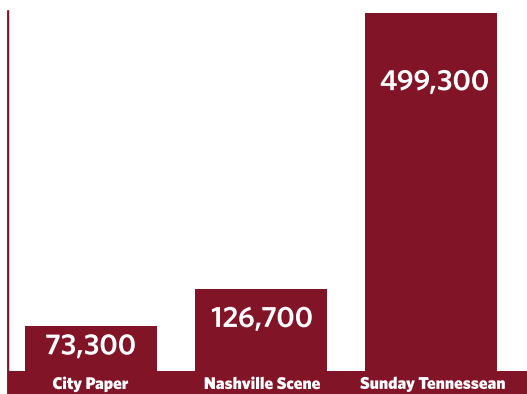
In 2009, Middle Tennessean's spent more than \$1.1 billion dollars enhancing their homes.¹ And you can maximize this trend by placing your home décor or furnishing ad in The Tennessean's special Home Style section on Sunday, May 23. The section will run only one day this spring. So hurry and reserve your ad space now.

Let our reach equal your results.

Your Home Style Section ad will reach nearly a half million local adults.² Our readers are affluent and can afford your products and services. Of readers:²

- 82% are home owners
- 81% have shopped in a hardware/paint/lawn/garden store*
- 69% have shopped for home accessories*
- 62% have a household income of \$50,000 or more
- 47% have shopped for furniture or a mattress*
- 45% have gardened*

We'll customize a targeted advertising package to help maximize your reach to your best customers—HOME OWNERS!



Source: (1) Tennessee State Department of Revenue, 2009; (2) Scarborough 2009, Release 2 (CBSA)

FEATURING:

- Indoor and outdoor product roundup
- Curb appeal through landscaping
- Pool trends
- Creating a "man" room
- Décor ideas for sunrooms and other outdoor spaces
- Outdoor child play areas
- Discovering hidden treasures in your home
- Different types of mattresses and how often to replace

HOME STYLE CONTEST

The Tennessean will generate additional excitement with a reader contest, giving away two \$500 grand prizes to lucky readers. Winners can use their prize at a participating retailer. We'll promote it on Tennessean.com and with in-paper ads including one inside the Home Style section. Your logo will be included on the contest landing page, and it can link to your website. We can share entrant information upon your request.

PUBLICATION DATE: Sunday, May 23

SPACE & MATERIALS DEADLINES: Friday, April 30

Get connected.

615.259.8338 | tnmedia@tennessean.com | www.tnmediasolutions.com
[@TNMedia](https://twitter.com/TNMedia) | facebook.com/TNMedia | Moving the Needle at tnmediasolutions.com/blog