

# MURFREESBORO MAGAZINE



For nearly ten years, *Murfreesboro Magazine* has been providing area residents with useful and entertaining information about the best the area has to offer. *Murfreesboro Magazine* reflects the quality of life that the area's community-minded individuals experience in this thriving and evolving city, and is a resource for long-time residents and newcomers alike.

Each issue focuses on the hot topics in Murfreesboro, including the people and places that make it work. *Murfreesboro Magazine* showcases local homes, venues and projects with vivid photography and an upbeat voice.

FOUR COLOR	1x	3x	6x
Full Page	\$1950	\$1790	\$1350
2/3 page	1680	1580	1290
1/2 page island	1400	1250	990
1/2 page horizontal	1290	1050	850
1/3 page vertical/sq	990	780	660
1/6 page vertical	700	590	500
1/6 page horizontal	670	520	440

PREMIUM	1x	3x	6x
Back Cover	\$3300	\$2850	\$2500
Inside Back	2500	2350	2000
Inside Front	2650	2400	2100
Center Spread	2900	2750	2400
2 pg Spread	2700	2590	2300

## COMMUNITY RELATIONS

Because our ties in the community run deep, we partner with the most well-respected and worthwhile civic and charitable organizations on a number of annual events. Our dedication in this realm has earned us not only the respect of local leaders and residents, but allows us to promote the most valuable causes on our pages and through our website. These ties also allow us to distribute magazines to select groups at more than 25 events each year. This not only furthers your advertising investment, but promotes your image to the most community-minded citizens with the most discretionary income.

## CLIENT CAMPAIGNS

Our knowledgeable staff understands this thriving market, and has the experience to help advertisers grow their business and reach through a variety of efforts. We work with each client to come up with unique and effective ways to promote their goods and services. From designing the perfect ad to exposure at our signature events, we work with you to expand your business. There is simply no more effective medium in the city that offers concentrated distribution combined with outstanding creative services.

## DISTRIBUTION

*Murfreesboro Magazine* publishes six issues a year, which are distributed on the second Friday of every other month in the *Daily News Journal's* most desirable neighborhood subscribers. More than 12,000 copies reach more than 34,000 readers. \*

## NEWSSTANDS

Nearly 1,500 *Murfreesboro Magazine* copies are sold on newsstands in select areas and locations. It is available at high-end book and grocery store checkout counters throughout the city.

## BONUS DISTRIBUTION

*Murfreesboro Magazine* is distributed at local events, the Chamber of Commerce, hotels, realtor relocation packages and other visitor hot spots.

*\*Source: Scarborough Custom Research, September/October 2007*

### Reaching these neighborhoods...

Georgetown  
Berkshire  
Ravenwood  
Jamison Place  
Regency Park  
Riverbend  
Indian Springs  
Riverview Park

Shawnee  
Regency Park  
Liberty Station  
Oakleigh  
Villages of Cedar Crest  
Windsor Green  
Mirabella  
Quail Run  
Bradford Place  
Northwoods  
Northwoods Estates  
North Spring  
Anatole

Mission Ridge  
Brookshire Estates  
Pebble Cove  
Savannah Ridge  
Indian Hills  
Broadlands  
Kennsington  
Carson Trail  
Chapel Hills  
Bear Branch Cove  
Northlands  
The Hamptons  
Huntington Place

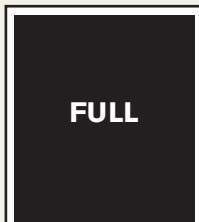
BrentmeadE  
The Reserve  
Celebration Cove  
Irving Hills  
Scotland Chase  
Scotland Acres  
Prestwick  
Stratford Hall  
Breckenridge  
Farmington  
Garrison Cove  
Richmond Place  
Seven Oaks

Woodland Hills  
Cedar Creek  
Cambridge  
Carlyle  
Coldstream Drive  
Steeplechase Drive  
Stewart Springs  
Salem Creek  
Manson Retreat  
Anadel Street

# MURFREESBORO MAGAZINE

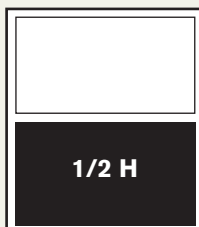


## BOOK TRIM SIZE: 9" BY 10.875"



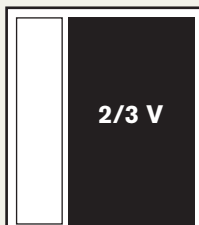
**FULL**

**Full Bleed** 9.25" x 11.125"  
**No Bleed** 8.25" x 10.25"



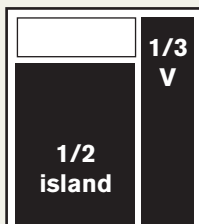
**1/2 H**

1/2 H 8.25" x 5"



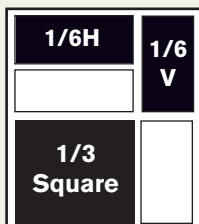
**2/3 V**

2/3 V 5.375" x 10.25"



**1/2  
island**

1/2 island 5.375" x 7.75"  
1/3 V 2.625" x 10.25"



**1/3  
Square**

1/3 S 5.375" x 5"  
1/6 V 2.625" x 5"  
1/6 H 5.375" x 2.375"

## ATTENTION GRAPHIC DESIGNERS

If changes are to be made by *Murfreesboro Magazine* to an ad supplied by disk or via email, your ad must come in a format with which *Murfreesboro Magazine* can work (i.e. unflattened). Even if you are working through an ad agency or a graphic designer and do not understand the process, it is still your responsibility to make sure that we receive formats we can work with: all disks must be MAC-compatible; ads must be designed in QuarkXPress 6.5, InDesign, Photoshop (files flattened and converted to CMYK), or Illustrator (files and fonts outlined to curves, and converted to CMYK); ALL FONTS, LOGOS, HI-RES IMAGES (300 dpi) AND PAGE FILES must be included on the disk. NO Pagemaker or Publisher files can be accepted.

### PDFs

PDFs are accepted and preferred, provided they are in the correct format. Prior to the creation on the PDF, all colors should be converted to CMYK process (NO spot colors or RGB) and images must be CMYK. Finished PDF should be a hi-resolution (300 dpi) CMYK pdf with all fonts and images embedded.

### DPI Specifications

*Murfreesboro Magazine* is printed with a 133 line screen. Provide all photos at 300 dpi. Line art should be provided at 600-1200 dpi.

### BLEED SPECIFICATIONS

Image area not intended to be trimmed must be .3125 from the trim size of 9" by 10.875". Material intended to bleed must be furnished with a minimum of .25" image area beyond the trim (9" by 10.875"). On anything less than .25 bleed, publisher cannot guarantee consistent bleed.

### SHIPPING INSTRUCTIONS

Send all materials to: Rick Johnson, 1207 McGavock Street, Nashville, TN 37203. You may send PDF files via email to production@nashvillelifestyles.com. Files may be too large to send over email, if so please send PDF on CD. If sending a Quark Xpress file please include screen & postscript printer fonts. COLOR match print (not a laser-proof) hard copy for color matching of ads. All materials should be clearly labeled with magazine title and issue.

## Dec./Jan. '09-10

### Holiday House

Showcasing one of Rutherford county's fine Victorian homes, decorated for the holiday season

### Rutherford Gala

### B.McNeel's Restaurant

Deadline: November 6, 2009

## Feb./Mar. '10

### Women in Business

Our picks for the top women investing their time and money in Rutherford county this year

### The Heart Gala

### Spring Fashion Extravaganza

A special look at the hottest trends for the season and where to buy them

Deadline: January 7, 2010

## April/May '10

### Unsung Heroes

Celebrating some of Murfreesboro's most selfless charity-minded residents

### Spring Galas

Celebrating Go Red for Women, The Duck Ball plus a calendar of galas and events you shouldn't miss

### Spring Gardening Feature

Making your garden spectacular for spring and summer

Deadline: March 8, 2010

## June/July '10

### Single in Murfreesboro

Meet the most eligible singles in the area

### Daytrips from the 'boro

### Garden Home

From annuals to perennials, what's beautiful in the city

Deadline: May 6, 2010

## Aug./Sept. '10

### People and their Pets

Your neighbors show off their furry companions

### Fall Fashion

What the new season brings at all your favorite shopping haunts

### Home Feature

Fantastic interiors

Deadline: July 8, 2010

## OCT./NOV. '10

### Most Beautiful People

An introduction to some of your most attractive neighbors

### Stones River Anniversary

### Ghost Tours

Deadline: September 8, 2010

## In Every Issue...

### RUTHERFORD REMEMBERED

A look back, "Madge Lewis style" at some memorable Murfreesboro moments.

### COMMUNITY EVENTS

Keep up to date with all local events and happenings

### SOCIAL PAGES

A look into featured local events and photographs of those who attend

### FOOD AND ENTERTAINING

The latest on new restaurants as well as dinner parties and cooking