

MURFREESBORO MAGAZINE



For nearly nine 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 longtime 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
Kensington
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

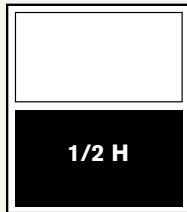
MURFREESBORO MAGAZINE



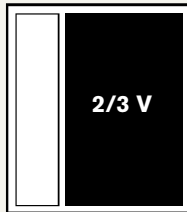
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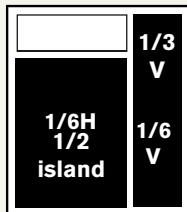
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No Bleed 8.25" x 10.25"



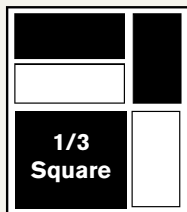
1/2 H 8.25" x 5"



2/3 V 5.375" x 10.25"



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



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 *Nashville Lifestyles* to an ad supplied by disk or via email, your ad must come in a format with which *Nashville Lifestyles* 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

Nashville Lifestyles 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.

Feb./Mar. '09

Women in Business

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

Vintage Weddings—Local

Love Stories

Beautiful brides from Murfreesboro's past

Arrington Vineyards and Monteagle Winery

You don't need to go to Napa for excellent vintages

Local Travel—Sewanee

A beautiful weekend or daytrip destination

Deadline: January 7, 2009

April/May '09

Spring Fashion

What's on trend in the local market

Cooking Feature

Recipes to die for!

Duck Ball, Go Red and Women

United events

Explore our most important local charities

Jazz Fest

One of Murfreesboro's most entertaining weekends

Deadline: March 3, 2009

June/July '09

Single in Murfreesboro

Meet the most eligible singles in the area

Motorcycles

Local bike owners share their dreams and machines

Shopping

Buying denim in Murfreesboro

Home feature

All the best in decorating

Deadline: May 5, 2009

Aug./Sept. '09

People and their Pets

Your neighbors show off their furry companions

Pet Adoption

What it takes to rescue and adopt an animal, and the charities that will help

Tour and Taste

Preview one of our favorite annual events

Greenway Arts Festival/Local Artists

Celebrate talented local artists

Garden Feature

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

Deadline: July 7, 2009

OCT./NOV. '09

Most Beautiful People

An introduction to some of your most attractive neighbors

Fall Fashion

What the new season brings at all your favorite shopping haunts

Home Feature

Fantastic interiors

Historic Murfreesboro

Explore local history, with commentary from local historians and experts

Beautiful Finds

The best in beauty products and services from our expert, Bess Turner

Deadline: September 1, 2009

In Every Issue...

RUTHERFORD REMEMBERED

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

TWENTY QUESTIONS

Get to know the city's movers and shakers as you read their answers to our pop quiz

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