



## [ NASHVILLE LIFESTYLES WEDDINGS ]

Nashville Lifestyles Weddings is Nashville's premier upscale local brides magazine. Weddings is an annual publication launched every July. Offering readers the latest bridal trends, local advice from top party planners, a calendar of events for upcoming local bridal trunk shows and weddings announcements. Weddings is THE resource guide every local bride seeks. Weddings is sold on specialty newsstands and distributed to all middle Tennessee brides who register at their local newspaper. A true resource for planning a wedding in Middle Tennessee. Nashville Lifestyles Weddings' is devoted totally to the bride-to-be, providing up-to-date information about the best of everything for her big day.

Weddings presents the most interesting and refined products available in our market. Exquisite fashions, popular venues and unique services are showcased in this one-of-a kind publication. The products and services found in its pages are reflective of the style and taste of our area's finest merchants.

### NASHVILLEWEDDINGS.COM

Nashville Lifestyles launched its premier website to accompany the annual Nashville Lifestyles publication. Our website features local vendors and allows the brides to interact with them through the pictures and the "ask the expert" column. The website also allows brides to design their own website to keep everyone updated on events leading up to and encompassing their wedding day. Each bride that registers with NashvilleWeddings.com receives a copy of the Nashville Lifestyles' Weddings. All engagement and wedding announcements that run in the Tennessean are registered through our website and each couple received a copy of our magazine. Each section keeps brides, family, and friends coming back for the updated pages.

### PREMIUM DISTRIBUTION

Weddings is available for local brides on select newsstands and local businesses throughout Middle Tennessee. Locations include Barnes & Noble, Books-a-Million, Borders Books and Music, Davis-Kidd, Kroger, Publix, Social Graces, Walgreens, Whole Foods, Hastings, Walmart and more.

### DIRECT ACCESS TO BRIDES

Weddings gives businesses a unique opportunity in Middle Tennessee, providing a rare chance to get an advertising message directly in front of primary customers—Middle Tennessee brides. We direct mail the magazine to more than 2,000 area brides who place their announcement in The Tennessean as well as community newspapers in Murfreesboro, Franklin, Clarksville, Hendersonville, Gallatin, Springfield, Dickson, Brentwood and Smyrna.

### ONLINE OPPORTUNITIES

Weddings includes a categorized directory of services with a link to your website on [www.nashvilleweddings.com](http://www.nashvilleweddings.com). The site is heavily promoted on both [www.nashvillelifestyles.com](http://www.nashvillelifestyles.com) and [www.tennessean.com](http://www.tennessean.com). Ask your account executive about additional online advertising opportunities.

### EVENTS

Nashville Lifestyles Weddings hosts the most premier Weddings event in Nashville every spring. We target the most exclusive vendors to promote, provide, and plan the top weddings in Nashville. Each year the Nashville Lifestyles team partners with a nationally renowned speaker that will bring fresh ideas while talking about the importance of trusting your vendors.

### STANDARD

Full Page	\$2150
2/3 page	1750
1/2 page island	1400
1/2 page horizontal	1350
1/3 page vertical	1025
1/3 page square	1025
1/6 page vertical	500
1/6 page horizontal	500

### PREMIUM

Back Cover	\$3800
Inside Back	2550
Inside Front	2700
Center Spread	3600
Features Page	2100

“Advertising is a tremendous opportunity to communicate with customers. Extending one's expertise in a field to those in need of advice leads to good communication between customer and retailer as to the products and services one offers. Matching your advertising to the proper audience is also very important. Never forget what your customer is reading. Nashville Lifestyles is a fit for those of us who desire customers who are articulate, edgy and have vision. We at the Paper Place love custom work and the opportunities of creating something special for each customer. Though advertising doesn't say that exactly, the simplicity and style with which one advertises sometimes speaks volumes to that end.”

— Sue Valenti

Owner, The Paper Place Nashville