



TENNESSEE'S MOST WIDELY CIRCULATED MONTHLY PERIODICAL



## 2019 MEDIA KIT

CELEBRATING TENNESSEE'S REMARKABLE  
PEOPLE, PLACES, EVENTS AND FOOD

THE **TENNESSEE**  
MAGAZINE

# THE MAGAZINE



*The Tennessee Magazine* is a monthly celebration of rural and suburban Tennessee. We profile interesting people, beautiful places, incredible events and mouthwatering treats.

For more than 50 years, *The Tennessee Magazine* has been in rural and suburban mailboxes across the Volunteer State.

Our 1.7 million monthly readers know and trust the magazine and care about its content. In fact, more than 85 percent of our readers report taking action based on the stories and ads featured in our pages.

Our magazine celebrates Tennessee's remarkable people, places, events and food. It is also a powerful tool for reaching Tennessee residents.

THE TENNESSEE MAGAZINE  
CELEBRATES TENNESSEE'S  
REMARKABLE PEOPLE,  
PLACES, EVENTS AND  
FOOD.

From Burlison to Bristol and Clarksville to Counce, *The Tennessee Magazine* tells the story of Tennessee. This is an amazing place. Inspiring people live here. Beautiful places can be seen here. Incredible events take place here. Mouth-watering food is prepared here.

*The Tennessee Magazine* features the best of Tennessee — highlighting the unique, remarkable and beautiful aspects of the Volunteer State.

Every state can boast of its food, people, culture and natural beauty, but Tennessee has spirit. You find it in the music that is made, the food that is cooked, the art that is created, the people who serve and the natural beauty that lies over each hill.

Each month, in the pages of *The Tennessee Magazine* you will find a heaping helping of Tennessee spirit. From the inspiring stories to the breathtaking photography, we strive to share Tennessee's best with our neighbors and friends.

Whether you are a lifelong resident, a new transplant or just a curious passerby, you are sure to learn something new in the pages of *The Tennessee Magazine*.



Robin Conover, Editor



# 2019 EDITORIAL CALENDAR

## JANUARY

Foothills Parkway  
Stillwater Farms  
Taste of Tennessee: Grains

## FEBRUARY

Healthy living  
Book Review: Harbert Alexander  
Taste of Tennessee: Soup Stocks

## MARCH

Lawn and Garden Guide  
Shutterbug Photo Contest winners  
Taste of Tennessee: Grapefruit

## APRIL

Spring Travel Guide  
Lodge Manufacturing  
Taste of Tennessee: Cornbread

## MAY

Home Improvement Guide: Kitchens  
Don't Trash Tennessee (antilitter campaign)  
Taste of Tennessee: Vinegars

## JUNE

Tennessee Aquarium  
Children's museums  
Taste of Tennessee: Steaks

## JULY

Fly General Store  
Best of Tennessee call for entries  
Taste of Tennessee: Cherry tomatoes

## AUGUST

Washington Youth Tour wrapup  
Lineworker license plates  
Taste of Tennessee: Avocados

## SEPTEMBER

Fall Travel Guide  
Shutterbug Photo Contest winners  
Taste of Tennessee: Tailgating

## OCTOBER

Best of Tennessee winners  
Jonesboro Storytelling  
Taste of Tennessee: Pot Pies

## NOVEMBER

Tennessee Gift Guide  
Fall in Tennessee  
Taste of Tennessee: Turkey

## DECEMBER

Christmas in Franklin  
Bright ideas for lighting  
Taste of Tennessee: Chocolate

# IN EVERY ISSUE

## EDITORIALS

Electric co-op leaders discuss the opportunities and challenges facing rural and suburban Tennessee.

## HOME ENERGY Q&A

Efficiency experts Patrick Keegan and Brad Thiessen answer reader questions and provide sound advice to save energy and money.

## HISTORY LESSON

Researcher and writer Bill Carey shares little-known tales from Tennessee's past.

## IT'S JUST STUFF

Appraiser Connie Sue Davenport researches reader-submitted antiques and objects.

## CONTESTS

Monthly contests give our readers opportunities to engage with the magazine and share their talents.

## POINT OF VIEW

Editor and award-winning photographer Robin Conover shares tips and thoughts on photography and life.



## FEATURES

We tell the story of Tennessee, interviewing fascinating people, showing interesting places and providing a glimpse into the spirit of the Volunteer State.



## PHOTOS

Breathtaking photography is a cornerstone of our storytelling. Our editor is an award-winning photographer who has documented Tennessee for more than 20 years.



## FOOD

Thanks to a partnership with the Tennessee Department of Agriculture, our mouthwatering recipes have local flavor baked in. We provide a taste of Tennessee each month.



## EVENTS

Our calendar of events is the state's most comprehensive listing of family-friendly events and activities. From concerts to bake sales, find something to do near you.



## TRAVEL

Our special travel sections inspire residents and visitors alike to hit the road and experience Tennessee's natural beauty, outstanding food and unique experiences.

# OUR READERS



TOTAL AUDIENCE 1.7 MILLION

CIRCULATION 580,000

AVERAGE AGE 61

GENDER 59% FEMALE/41% MALE

HOUSEHOLD INCOME \$76,900

98% OF READERS TRUST THE MAGAZINE

84% READ THREE OF LAST FOUR ISSUES

82% TOOK ACTION IN LAST 12 MONTHS

84% VIEW THE MAGAZINE AS A "MUST READ"

82% VIEW ADS AS USEFUL AND INFORMATIVE

91%

OWN A HOME

65%

OWN A PET

67%

PLAN TO TRAVEL

99%

OWN A VEHICLE

1.7 MILLION READERS

*The Tennessee Magazine* is a monthly celebration of rural and suburban Tennessee. We profile interesting people, beautiful places, incredible events and mouthwatering food.

Since 1952, the magazine has been the official publication of Tennessee's electric cooperatives. Co-ops are consumer-owned, not-for-profit utilities.

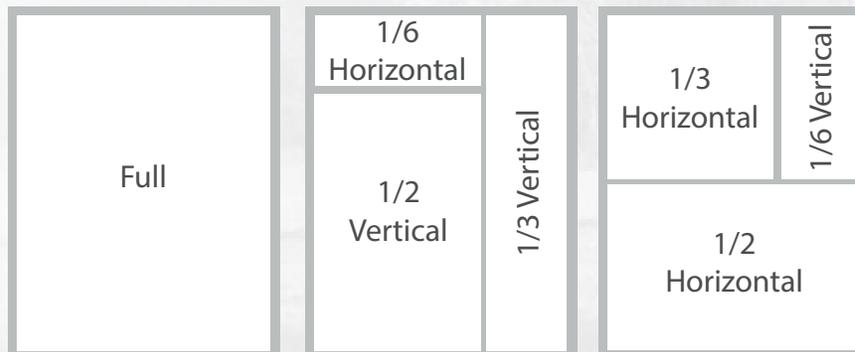


# AD SPECS

## Size Specifications

FULL PAGE BLEED	8.25" x 10.875"
FULL PAGE	7.5" x 10.125"
1/2 PAGE VERTICAL	4.75" x 7.25"
1/2 PAGE HORIZONTAL	7.25" x 4.75"
1/3 PAGE VERTICAL	2.25" x 9.25"
1/3 PAGE HORIZONTAL	4.75" x 4.75"
1/6 PAGE VERTICAL	2.25" x 4.75"
1/6 PAGE HORIZONTAL	4.75" x 2.25"

Less than 1/6 page must fit in one column.  
Minimum size: 2.25" x 1"



**Trim size:** 8.25" x 10.875"

**Printing process:** Web Offset

**Binding:** Perfect Bound

**Required material:** Digital files only – PDF/X1A preferred. Quark, Photoshop and InDesign documents also accepted. All fonts (PostScript only) and artwork must be embedded in files. Missing fonts will be replaced at the discretion of *The Tennessee Magazine*. All images must be at least 300dpi, CMYK and color-corrected.

All material must be prepared to meet SWOP (Specifications for Web Offset Publications) standards. Visit [swop.org](http://swop.org) for more information.

**Proofs:** To ensure color matching, all final material must be submitted with digital proofs (for color guidance on press) that have been pulled from the supplied file. All proofs must contain SWOP color bars. We require two digital proofs (Kodak approvals preferred) pulled on commercial-grade stock. Laser printouts will not be accepted for color proofing.

## Digital

MED. RECTANGLE	300 X 250
LEADERBOARD	728 X 90
E-NEWSLETTER	255 X 218

Space must be reserved by the 10th of the month, two months prior to publication. Creative is due by the 15th of the month, two months prior to publication.

Advertising orders are accepted on the basis of payment within 30 days of the date of publication. Payment in advance (by closing date) is required for first-time advertisers. In the event of nonpayment, the publisher reserves the right to hold the advertiser and/or its agency jointly and severally liable for such monies and incurred costs due.

In consideration of publication of advertisement, the advertiser and the agency, jointly and severally, will indemnify and hold harmless the magazine, its officers, agents, owners and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including, but without limitation to, claims or suits for libel, violation of right of privacy, copyright infringement or plagiarism.

All advertisements are published for the benefit of the agency and the advertiser, and each of them is jointly and severally liable for all charges.

The advertising policy of *The Tennessee Magazine* does not permit acceptance of ads for tobacco, hunting, firearms, liquor, wine, beer or other alcoholic beverages. All advertising is subject to publisher's acceptance and final approval.

The publisher reserves the right to refuse any advertising and shall not be liable for damages if for any reason an advertisement is not published.

The publisher is not responsible for any errors in keycode numbers or other type set by the publisher.

Advertising rates are subject to change without prior notice. Publisher will notify contract advertisers 30 days prior to rate change, at which time advertiser may either accept new rates for reorder of contract term or cancel.

The publisher reserves the right to cease publication of advertisements upon default in payment of any installment due hereunder.

It is understood that any production costs incurred in addition to the charge listed on the current rate card will be billed.

## CONTACT INFORMATION

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## DIGITAL

tnmagazine.org

MONTHLY PAGEVIEWS	19,600
MONTHLY USERS	8,600
MOBILE TRAFFIC	63%

## E-Newsletter

SUBSCRIBERS	11,300
OPEN RATE	20%

## Social Media

More than 15,000 of our readers are engaged with us across multiple award-winning social channels.



FACEBOOK  
[facebook.com/tnmag](https://facebook.com/tnmag)



TWITTER  
[twitter.com/tennesseemag](https://twitter.com/tennesseemag)



YOUTUBE  
[youtube.com/tennesseemag](https://youtube.com/tennesseemag)



PINTEREST  
[pinterest.com/tnmagazine](https://pinterest.com/tnmagazine)

## AWARDS AND BUZZ

### H.R. KLINEFELTER AWARD

Editor Robin Conover was the 2017 recipient of the highest individual award presented by the Cooperative Communicators Association.

### PHOTOGRAPHER OF THE YEAR

Cooperative Communicators Association

### 1ST PLACE HEADLINE WRITING

Cooperative Communicators Association

### 1ST PLACE SOCIAL MEDIA

Cooperative Communicators Association

### 1ST PLACE WEBSITE

Statewide Editors Association

## ENGAGING READERS

### BEST OF TENNESSEE READER'S CHOICE AWARDS

Thousands of entries are received for this annual contest that honors the best that Tennessee has to offer.

### SEMIANNUAL TRAVEL SWEEPSTAKES

Thousands of readers enter our semiannual travel sweepstakes.

### FIND THE FLAG

This innovative contest receives hundreds of entries each month.

### ARTIST'S PALETTE

Young readers share their talents by entering their artwork.

### POET'S PLAYGROUND

Thousands have entered our monthly poetry contest.



# THE TENNESSEE MAGAZINE

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