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

2019 MEDIA KIT
CELEBRATING TENNESSEE’S REMARKABLE PEOPLE, PLACES, EVENTS AND FOOD

THE TENNESSEE 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.
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

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<tr>
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<tbody>
<tr>
<td>TOTAL AUDIENCE</td>
<td>1.7 MILLION</td>
</tr>
<tr>
<td>CIRCULATION</td>
<td>580,000</td>
</tr>
<tr>
<td>AVERAGE AGE</td>
<td>61</td>
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<tr>
<td>GENDER</td>
<td>59% FEMALE/41% MALE</td>
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<tr>
<td>HOUSEHOLD INCOME</td>
<td>$76,900</td>
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<tr>
<td>98% OF READERS TRUST THE MAGAZINE</td>
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<tr>
<td>84% READ THREE OF LAST FOUR ISSUES</td>
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<td>82% TOOK ACTION IN LAST 12 MONTHS</td>
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<td>84% VIEW THE MAGAZINE AS A “MUST READ”</td>
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<td>82% VIEW ADS AS USEFUL AND INFORMATIVE</td>
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DISTRIBUTED TO

70 OF TENNESSEE’S COUNTIES

95
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

<table>
<thead>
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<th>Size Specifications</th>
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<tr>
<td>FULL PAGE BLEED</td>
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<tr>
<td>FULL PAGE</td>
<td>7.5” x 10.125”</td>
</tr>
<tr>
<td>1/2 PAGE VERTICAL</td>
<td>4.75” x 7.25”</td>
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<tr>
<td>1/2 PAGE HORIZONTAL</td>
<td>7.25” x 4.75”</td>
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<tr>
<td>1/3 PAGE VERTICAL</td>
<td>2.25” x 9.25”</td>
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<tr>
<td>1/3 PAGE HORIZONTAL</td>
<td>4.75” x 4.75”</td>
</tr>
<tr>
<td>1/6 PAGE VERTICAL</td>
<td>2.25” x 4.75”</td>
</tr>
<tr>
<td>1/6 PAGE HORIZONTAL</td>
<td>4.75” x 2.25”</td>
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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 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

<table>
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<tr>
<td>MED. RECTANGLE</td>
<td>300 x 250</td>
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<tr>
<td>LEADERBOARD</td>
<td>728 x 90</td>
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<tr>
<td>E-NEWSLETTER</td>
<td>255 x 218</td>
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</table>
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.
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.