

THE TENNESSEE MAGAZINE

2023 MEDIA KIT





THE TENNESSEE MAGAZINE

A monthly celebration of rural and suburban Tennessee, profiling the people, places, food and events that make this place unlike any other.

A MESSAGE FROM THE TENNESSEE MAGAZINE

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. Mouthwatering 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*.



Chris Kirk
Editor, *The Tennessee Magazine*



EDITORIAL CALENDAR

JANUARY

The Best of Tennessee
State Park: Radnor Lake

FEBRUARY

Focus on Rural Health
West Seventh Company
State Park: Edgar Evans

MARCH

Lawn and Garden Guide
Shutterbug Photo Contest winners
State Park: Sgt. Alvin C. York

APRIL

Spring Travel Guide
Synchronous Fireflies
State Park: Henry Horton

MAY

Home Improvement Guide
TN History: Who was Ned Buntline?
State Park: T.O. Fuller

JUNE

Poetry Contest
Sun Studios
State Park: Rocky Fork

JULY

West Tennessee Safari Park
Secrets to a Cool Tennessee Summer
State Park: Seven Islands

AUGUST

Musgrave Pencil Co.
Reintroducing Elk to Tennessee
State Park: Tims Ford

SEPTEMBER

Fall Travel Guide
Shutterbug Photo Contest winners
State Park: Fort Loudoun

OCTOBER

Spooky Tennessee
Historic Cemeteries
State Park: Big Hill Pond

NOVEMBER

Tennessee Holiday Gift Guide
Historic Holiday Home Tours
State Park: David Crockett

DECEMBER

The Best of Tennessee
Christmas at Gaylord Opryland
State Park: Hiwassee/Ocoee

IN EVERY ISSUE

EDITORIALS

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

TASTE OF TENNESSEE

Recipes and cooking tips with Tammy Algood.

HOME ENERGY Q&A

Efficiency expert Miranda Boutelle answers reader questions and provides sound advice to save energy and money.

HISTORY LESSON

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

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.

OUR AREAS OF FOCUS



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 award-winning photographer has documented Tennessee for more than two decades.



FOOD

Thanks to a partnership with the 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, you'll find something to do nearby.



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.



CO-OP NEWS

Hear from local electric co-op leaders about issues and trends that impact all Tennesseans – from energy efficiency to safety to emerging technologies.

OUR READERS



TOTAL AUDIENCE 1.5 MILLION

CIRCULATION 692,358

AVERAGE AGE 61

GENDER 59% FEMALE/41% MALE

HOUSEHOLD INCOME \$102,400

98% OF READERS TRUST THE MAGAZINE

84% READ THREE OF LAST FOUR ISSUES

95% VIEW CONTENT AS INTERESTING AND INFORMATIVE

85% VIEW THE MAGAZINE AS A "MUST READ"

89% VIEW ADS AS USEFUL AND INFORMATIVE

Source: GfK MRI Reader Profile Study completed June 2022. GfK MRI | 200 Liberty Street | 4th Fl | New York | NY | 10281

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TRUST THE
MAGAZINE

84%

READ 3 OF THE
LAST 4 ISSUES

84%

VIEW THE MAGAZINE
AS A "MUST READ"

95%

FIND CONTENT
TO BE INTERESTING

38
MINUTES

ON AVERAGE, OUR READERS SPEND 38 MINUTES
WITH THE MAGAZINE EACH MONTH



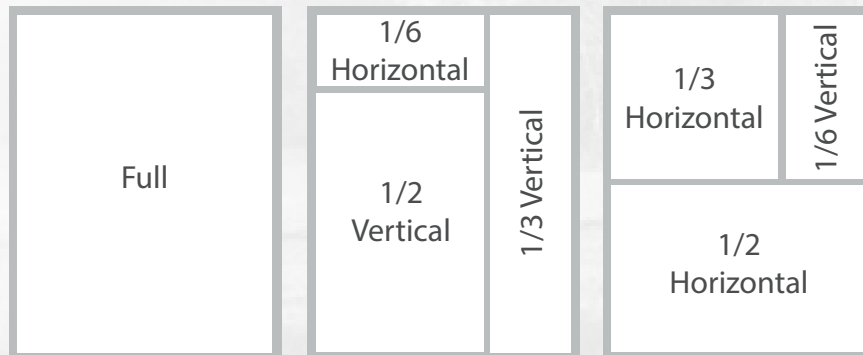
THE VOICE OF TENNESSEE'S
ELECTRIC COOPERATIVES
SINCE 1952

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 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.

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DIGITAL

tnmagazine.org

MONTHLY PAGE VIEWS	42,900
MONTHLY USERS	12,000
MOBILE TRAFFIC	52%

E-Newsletter

SUBSCRIBERS	11,300
OPEN RATE	20%

Social Media

More than 16,000 of our readers are engaged with us across multiple award-winning social channels.



FACEBOOK
facebook.com/tnmag



TWITTER
twitter.com/tennesseemag



YOUTUBE
youtube.com/tennesseemag



PINTEREST
pinterest.com/tnmagazine

AWARDS AND BUZZ

BEST OF SHOW

Cooperative Communicators Association, 2022

1ST PLACE, PUBLICATIONS

Cooperative Communicators Association, 2022

PHOTOGRAPHER OF THE YEAR

Cooperative Communicators Association, 2022

1ST PLACE PHOTO FEATURE

Cooperative Communicators Association, 2022

1ST PLACE COLUMN OR SERIES

Cooperative Communicators Association, 2022

HONORABLE MENTION WEBSITE

Cooperative Communicators Association, 2022

ENGAGING READERS

BEST OF TENNESSEE READERS' CHOICE AWARDS

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

SEMIANNUAL SHUTTERBUG PHOTO CONTEST

Thousands of readers enter our semiannual photo contest..

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.



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