

# MIDSOUTH

*more than a magazine, it's a way life.*





*MIDSOUTH* magazine is a definitive local lifestyle magazine that provides vision and stretches the imagination by celebrating the combined pleasures of designing, entertaining, dining and traveling—simply living well. By giving our audience knowledge and information they can trust, we provide a lens through which the pinnacle of luxury and well-planned living within the mid-South becomes visible.

Through departments such as Around the House, Style Watch, Arts & Antiques, Food and Wine and Great Escapes, the staff of *MIDSOUTH* brings up-to-date, top-of-the-line features straight to your home eleven times per year. We place valuable information within reach by working closely with local vendors and neighbors throughout the mid-South. *MIDSOUTH*'s audience is comprised of affluent homeowners in the mid-South. Our subscriber values their home and sees it not only as an investment, but also as a reflection of them personally and of their family. *MIDSOUTH* readers love their homes and gardens and are truly interested in learning about the unique businesses, products, services and events available to them in the mid-South area.

ISSUE	EDITORIAL	SPACE CLOSING	MATERIAL DUE
Jan/Feb	Healthy Living   Organization   Weddings	11/20/09	11/27/09
March	Travel & Food Issue   Second Homes	1/22/10	1/29/10
April	Gardens   Downtown Living	2/19/10	2/26/10
May	Design Issue	3/24/10	3/31/10
June	Pools   Outdoor Living	4/23/10	4/30/10
July	Weekend Living   Kids' Rooms	5/21/10	5/28/10
August	Renovations   Remodels	6/23/10	6/30/10
September	Kitchen Issue	7/23/10	7/30/10
October	Bath Issue	8/20/10	8/27/10
November	Historic Homes   Outdoor Living	9/24/10	9/30/10
December	Holiday Decorating & Entertaining	10/22/10	10/29/10

• *Camera-Ready ads are due the 1st of the month prior to issue date.*

• *Editorial calendar subject to change.*

## Contract Conditions

### Cancellation

Cancellations are not accepted after the closing date. Cancellations must be submitted in writing to the attention of the publisher. The most current advertisement will run in the issue if one is not provided. If a contract is cancelled, a short rate will apply. Six-time or annual contracts are consecutively placed and used in a calendar year. If cancellation is necessary by the advertiser, a cancellation notice must be submitted to the attention of the publisher. To be effective, a written cancellation notice must be submitted by the closing date prior to the date of issue the advertiser is wishing to cancel. Upon cancellation the advertiser is required to pay off any current balance owed to *MIDSOUTH* in addition to any short rate that will be applied. (A short rate is the difference between the price of the advertisement on what has run and the price of what was contracted. This is based on the current *MIDSOUTH* rate card.)

### Commissions

A 15 percent commission is allowed for recognized agencies only. No agency commission will be given on accounts that are more than 45 days past due.

### Contracts

Contracts are not transferable. Agencies acquiring accounts that are under a current contract must resubmit a new contract. Annual contracts must be consecutively placed and completed within 12 months.

### New Advertisers

Payment in advance or a 50 percent deposit is required on new accounts until credit is established.

### Placement

Guaranteed position in the magazine is an additional 10 percent up-charge above the current rate card price.



## ADVERTISING OPPORTUNITIES

### PRINT ADVERTISING

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FOUR COLOR 1x 4x 6x 12x

COVERS 1x 4x 6x 12x

Call for pricing.

Discounts for frequency. Call us at 901.271.6700 or go to "Contact Us" on the Web site.

### WEB ADVERTISING

**12x**

Skyscraper Banner Home Page 650

Skyscraper Banner Inside 400

Rotating Banner Ad 250

### SPECIAL ADVERTISING SECTIONS

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ISSUE	SECTION	1x
Any Issue	Market Place	450
January	Medical Profiles	2200
April	Landscape/Pool Profiles	2200
May	Designer Profiles	2200
August	Development Profiles	2200
December	Gift Guide	395

*\*Price includes copy and photography.*

### INSERTS

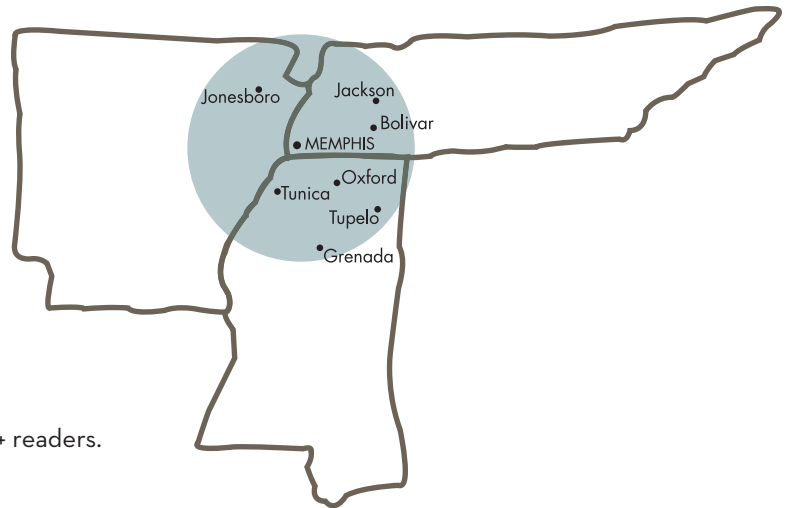
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*Tip-ins, blow-ins, bound in cards and other custom insert quotes are available upon request.*

The *MIDSOUTH* magazine subscriber list is generated using a sophisticated process of entering key demographic indicators such as age, location, income level and home value within a 100- to 125-mile radius of Memphis, creating a database of more than 70,000 of the most affluent households in the mid-South. Within three issues, this mailing rotates among more than 70,000 households with annual incomes of \$150,000 and above, reaching the entire group in this upscale market, thus expanding the reach of your message. *MIDSOUTH* magazine can claim the most affluent readership reached among similar four-color publications in the area. No other publication in the mid-South can deliver your message more effectively and efficiently to the most important segment of your market.

**Distribution Breakdown**

Mailings & Paid Subscribers	18,000
Physicians, Dentists and Businesses	2,000
<b>Total Mailing</b>	<b>20,000</b>
Advertisers	1,000
Newsstands and Retail Locations	4,000
<b>Total Distribution</b>	<b>25,000</b>



Estimated pass-along readership is 2.9 per copy, or 100,000+ readers.

**Geographic Distribution**

*MIDSOUTH* magazine is delivered to affluent homeowners in a 100- to 125-mile radius



2009 DEMOGRAPHIC DATA

**DEMOS**

Primary Demos: Females 35-54  
Secondary Demos: Adults 35-64

**GENDER**

*MIDSOUTH* readers are 68% Female, 32% Male.

**AGE**

*MIDSOUTH* readers are active adults.

18-24	6%
25-34	15%
35-44	26%
45-54	31%
55+	22%

**INCOME**

*MIDSOUTH* readers are affluent.  
77% of *MIDSOUTH* readers earn a household income of \$150,000+. (guaranteed through controlled circulation)

**HOME OWNERSHIP**

91% of *MIDSOUTH* readers own their home.

**Ad Sizes**

2-Page Spread bleed*	16.25	x	21.75
Full Page	7	x	10
Full Page bleed*	8.125	x	10.875
2/3 Vertical	4.5	x	10
2/3 Vertical bleed*	5	x	10.875
1/2 Digest	4.5	x	7.625
1/2 Vertical	3.375	x	10
1/2 Vertical bleed*	4.137	x	10.875
1/2 Horizontal	7	x	4.875
1/3 Vertical	2.1875	x	10
1/3 Vertical bleed*	2.682	x	10.875
1/3 Horizontal	4.5	x	4.875
1/6 Vertical	2.1875	x	4.875
1/6 Horizontal	4.5	x	2.125
1/4 Marketplace	3.375	x	4.875

\* This is finished trim size. You will need to add 1/8-inch bleed.

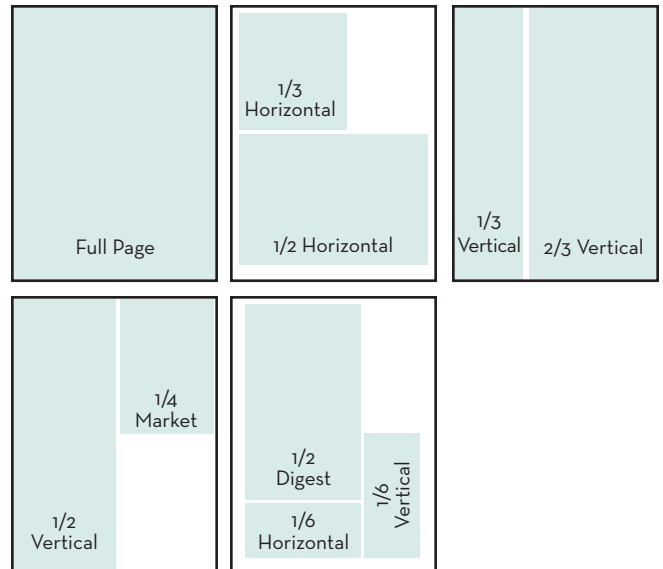
**Advertising Specifications**

MIDSOUTH magazine accepts digital files in the following standard formats: QuarkXpress, Adobe Illustrator, Adobe InDesign, Adobe Acrobat or Adobe Photoshop. All graphics must be in 300 dpi CMYK format. Files can be supplied via CD/DVD or email. Ads sent by email attachment must be high resolution pdf or tiff format. Please be sure to include the company name and ad size in the body of the email message. Ads sent on CD/DVD must include all supporting files including graphics, photographs and fonts as well as a color proof or black-and-white laser. Ads created in Microsoft Word, Microsoft Publisher, PowerPoint or any other word processing program will not be accepted.

**Policies**

PMS colors will be matched with four-color process as closely as possible. No guaranteed matches. All advertising accepted is subject to publisher approval regarding content and appearance. Quality of reproduction is contingent upon quality of materials furnished.

Advertising art provided by our design staff is solely for use in MIDSOUTH magazine; MIDSOUTH retains the copyright on this material. Any use of this advertisement in another publication without express, written consent of MIDSOUTH is prohibited.



**Deadlines**

Materials deadline for ads we create is the 15th of the month two months prior to issue date. Camera-ready ads are due the 1st of the month one month prior to issue date.

**Production Charges**

Full Page \$200    1/3 Page \$95  
 1/2 Page \$135    1/6 Page \$70  
 2/3 Page \$175

Minor changes \$50

**Photography**

Photography is available for MIDSOUTH magazine advertisers. This service is not included in the rate card price. Photography per location is \$150.00. Photography is available for unlimited use in MIDSOUTH magazine. To purchase these photos for use in other publications, Web site or other promotional materials an additional \$300 will be charged. These images will be provided on disk.

**Sending ads to other publications**

Advertisements that do not contain photography taken by MIDSOUTH magazine may be sent to other publications at no additional charge. To send an ad with photography taken by MIDSOUTH magazine, a \$300 charge will be added to purchase the rights to that photography.

**Late Charges**

Materials that come in after the deadline date for production are subject to a 15-percent up-charge on art charges.