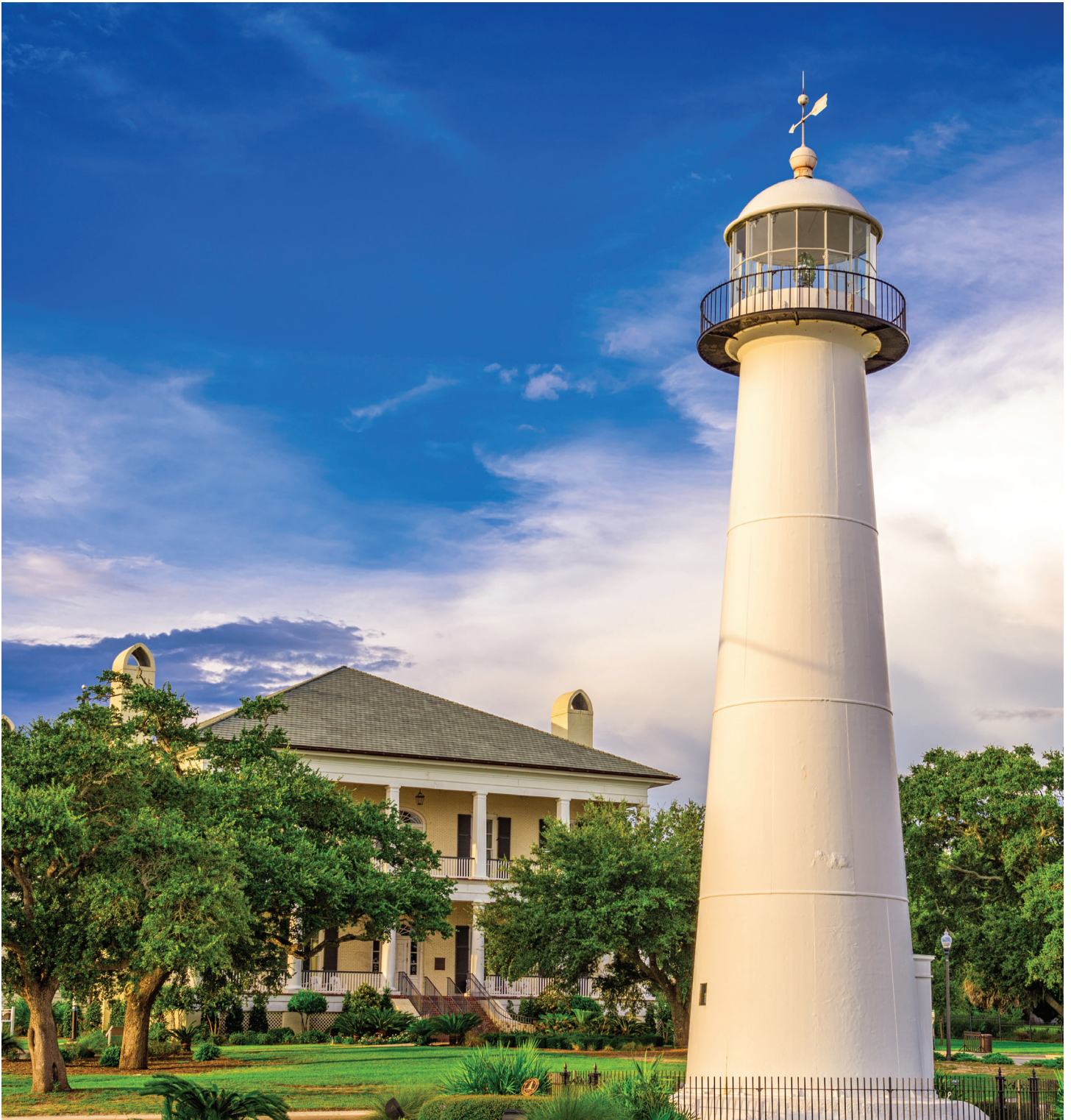


MISSISSIPPI

M A G A Z I N E

MEDIA KIT



our mission

For more than 39 years, *Mississippi Magazine* has brought enjoyment to Mississippians of all ages. As the state's premier lifestyle publication, we are committed to celebrating the positive aspects of the Magnolia State—from interesting people and places to homes, gardens, food, history, culture, entertaining, special events, and traditions. Our pages provide a bimonthly homecoming for lovers of our Southern way of life. Each issue will inspire and enrich your life with engaging content and beautiful photography.



MISSISSIPPI
MAGAZINE

like a tall glass of sweet tea on a hot summer day

our calendar

in every issue

A BIT MAGNOLIA

highlights around the state

FOOD & ENTERTAINING

- food and recipes from chef Emily Black
- entertaining menus, décor, and recipes by Patty Roper
- seasonal recipes
- Southern soirées

HOMES & GARDENS

- beautiful homes by Mary Neff Stewart
- magnificent gardening by Margaret Gratz
- how-to decorating and design projects by Patty Roper

HERITAGE & CULTURE

- Made in Mississippi
- interesting facts and history about the state by Forrest Cooper
- highlights of talented Mississippians
- local books and authors
- essays on Southern culture
- local artists

FASHION & FINDS

- new and fun items and gift ideas
- stylish fashions and where to find them

TRAVEL & ADVENTURE

- Back Road Bistros by Julian Brunt
- great ideas on getting outdoors
- town spotlight by Sharon Morris
- new and noteworthy places
- Mississippians making a difference

CALENDAR OF EVENTS

Email event information to editor@mismag.com along with any photos for consideration. Please include city, website and/or phone number, and details.

JANUARY/FEBRUARY | WEDDING REGISTER

reader results of the BEST OF MISSISSIPPI WEDDINGS • wedding celebrations • bridal register • home décor • food • culture • interesting towns

Space reserved by Nov. 15 Ad materials due by Nov. 19 Digital ad due by Nov. 26

MARCH/APRIL | HOMES & GARDENS

annual homes & gardens section • springtime beauty around the state hospitality • outstanding and interesting people • FACES of Mississippi new construction and renovations • designers • festivals • annual Home Builders Association of Mississippi awards • meet your residential pros

Space reserved by Jan. 13 Ad materials due by Jan. 21 Digital ad due by Jan. 28

MAY/JUNE | BEST OF SUMMER

reader results of the BEST OF MISSISSIPPI • annual Golden Magnolia awards • settling into summer with great activities • food

Space reserved by Mar. 12 Ad materials due by Mar. 19 Digital ad due by Mar. 26

JULY/AUGUST | DINING GUIDE & SUMMERTIME

summer travel • food • activities • meet your doctors • dining guide

Space reserved by May 14 Ad materials due by May 21 Digital ad due by May 28

SEPTEMBER/OCTOBER | FALL FUN & STYLE

reader results of the BEST OF MISSISSIPPI TRAVEL • homes • festivals entertaining • small towns • personalities • family fun • FACES of Mississippi

Space reserved by July 16 Ad materials due by July 23 Digital ad due by July 30

FIELD GUIDE

football • tailgating • hunting • adventure • sports • outdoors

Space reserved by July 12 Ad materials due by July 19 Digital ad due by July 26

NOVEMBER/DECEMBER | HOLIDAYS

celebrations • seasonal parties and decorating • parades • markets • family activities and events • food • family • friends • Patty Roper's entertaining ideas, recipes, and holiday decorations • new and exciting gift ideas for everyone on your Christmas list

Space reserved by Sept. 13 Ad materials due by Sept. 20 Digital ad due by Sept. 27

MISSISSIPPI
MAGAZINE

our circulation & readers

Mississippi Magazine brings quality content to the young, the young at heart, the homemaker, the business leader, the artist, and the at-home chef. Our readership spans the entire state and beyond, and our content focuses on our unique and charming towns, big and small. For more than 39 years, *Mississippi Magazine* has served as the indispensable year-round reference for affluent consumers.

circulation

245,000+

COPIES AND SUPPLEMENTS DISTRIBUTED
ANNUALLY

140,000*

READERSHIP PER ISSUE

35,000+

PRINT RUN PER ISSUE

75+

CONSIGNMENT VENDORS
INCLUDING BOOKSTORES, GIFT STORES,
GROCERY STORES, AND PHARMACIES

NEWSSTAND LOCATIONS: More than 2,000
copies sold at newsstand locations like Kroger,
Barnes & Noble, Walmart, and more. Visit our
website at mismag.com/newsstands for the full
list of locations.

*Circulation independently audited by the circulation
verification council

readers

74%

HAVE AN INCOME OF \$75,000 OR MORE

95%

KEEP EVERY ISSUE

96%

OWN THEIR HOMES

18%

OWN SECOND HOMES

97%

CONSIDER ADVERTISEMENTS TO BE INTERESTING
AND INFORMATIVE

62%

PLAN HOME IMPROVEMENTS AND INTEND TO
PURCHASE HOME FURNISHINGS ACCESSORIES

89%

ACT ON ADVERTISEMENTS IN *MISSISSIPPI MAGAZINE*

54%

ARE 24-44 YEARS OF AGE

33%

ARE OVER 55 YEARS OF AGE

84%

ARE FEMALE

MISSISSIPPI
MAGAZINE

P.O. Box 16445, Jackson, MS 39236 | 601.982.8418 | 844.303.8418 | fax 601.982.8447 | mississippimagazine.com

our specs

Trim/Bleed Size: On full page ads, the image or background must extend .125" beyond each side (bleed). All important text or images must be at least .5" inside the final trim size (live area). Not applicable to fractional ads.

Trim Size: 8.125" x 10.875" **Bleed:** 8.375" x 11.125" **Live Area:** 7.125" x 9.875"

On two-page spreads, the image or background must extend .125" beyond each side (bleed). All important text or images must be at least .25" inside the final trim size (live area).

Trim Size: 16.25" x 10.875" **Bleed:** 16.5" x 11.125" **Live Area:** 15.75" x 10.375"

Printing Method: web offset press, printed at 133 line screen **Binding:** perfect bound

Advertising Materials: Advertising materials should be submitted on time as high-resolution (300 dpi) digital media. Our art department can design the ad using your submitted ad materials for a modest production charge based on time spent designing the ad. The finished ad is yours to use for any purpose with no additional charge. *Mississippi Magazine* utilizes the latest computer-to-plate printing technology, and all advertising materials should be digital media.

Document Construction: Build all ads to sizes listed. Do not use Type 1, True Type or Multiple Master fonts. DO NOT apply style attributes to fonts. All images and colors must be in CMYK mode (process separation). All images should be placed at 100% of size at 300 dpi (dots per inch). Images must be JPEG or TIFF. If placing crop marks outside bleed area, set registration offset 12 points. Set bleed to .125". All required image trapping must be included in the file. Total dot density for all four colors should not exceed the SWOP (Standards for Web Offset Publications) standard of 300% in any area. Digital ads are ONLY accepted as PDF, JPEG, TIFF, or collected InDesign files. Other formats, such as Publisher or Word, cannot be accepted.

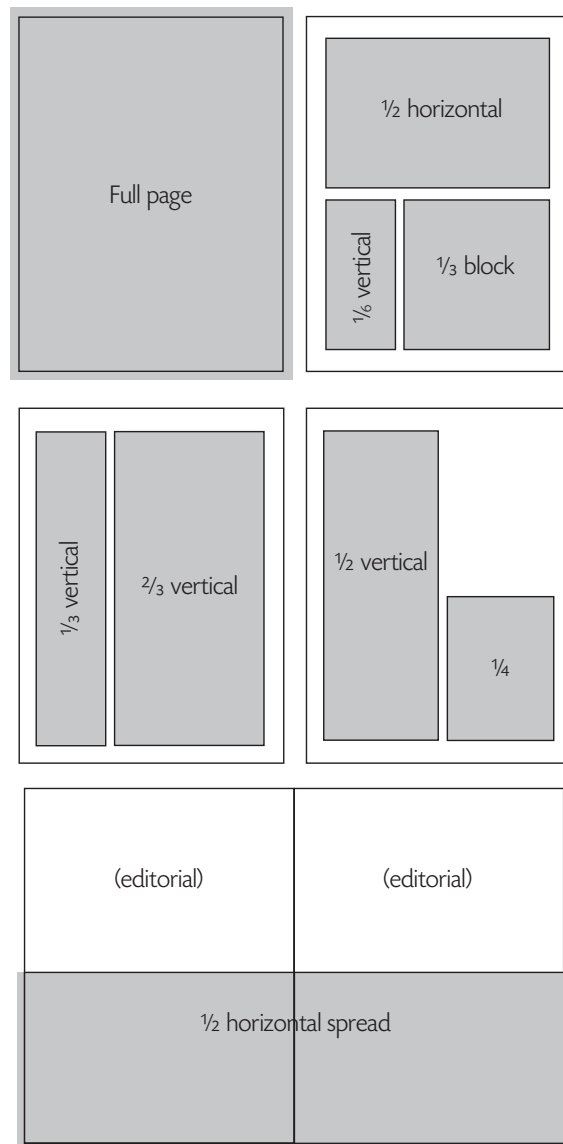
PDF Specifications: PDF is the preferred file format for digital ad submission. Follow all instructions in the Document Construction section above to ensure the document is properly constructed. All high-resolution images and fonts must be embedded in the PDF when the file is saved. Create high-resolution PDF by creating a Postscript file through your design program and then Distilling to PDF. Preflight software can help check your PDF for proper format. PDF may be emailed or sent via cloud file sharing apps such as Dropbox.

JPEG or TIFF Specifications: Image should contain no layers. Image size must be 300 dpi at 100% of trim size. Image mode must be CMYK. File may be emailed or sent via cloud apps.

InDesign Specifications: Follow all instructions in the Document Construction section above to ensure the document is properly constructed. Package or collect file for output. All images and fonts used in the ad must be included. Compress document, images, and fonts into a Stuffed or Zip file for emailing or sent via cloud apps.

Production Charges: The advertiser will be billed a fee for production services for ads which are not provided as digital media (see "Advertising Materials" above). Costs incurred in corrections will be charged when they are the responsibility of the advertiser. Any excessive revisions will be charged accordingly. There is a minimal charge of \$50 for small ads, and \$75 for a full page. The client will be charged for any stock photos used. Advertisers are responsible for carefully reviewing each ad and proofreading copy. Once an ad is approved, no additional editing will occur. We print on a web offset press and produce ads in "pleasing color." We strive to match our clients' color specifications, but we do not guarantee a perfect match. If color matching is your utmost concern, please provide a match print proof with your digital ad.

Email ad materials to ads@mismag.com



MAGAZINE AD SIZES AND DIMENSIONS

	WIDTH	DEPTH
Full page (trim size)*	8.125"	10.875"
Full page (bleed size)*	8.375"	11.125"
1/2 horizontal*	6.875"	4.625"
1/2 vertical	3.375"	9.625"
2/3 vertical	4.5"	9.625"
2/3 horizontal (not shown)	6.875"	6.25"
1/3 block	4.5"	4.625"
1/3 vertical	2.187"	9.625"
1/6 vertical	2.187"	4.625"
1/4 marketplace*	3.375"	4.75"
Two-page spread (not shown)	16.25"	10.875"
1/2 horizontal spread	16.25"	5.0"

our rates

RATE CARD #22

SPACE RESERVATION AND MATERIALS DEADLINES

ISSUE	SPACE RESERVATION	AD MATERIALS DUE*	DIGITAL AD DUE
January/February	Nov. 16	Nov. 23	Nov. 30
March/April	Jan. 13	Jan. 21	Jan. 28
May/June	Mar. 12	Mar. 19	Mar. 26
July/August	May 14	May 21	May 28
September/October	July 16	July 23	July 30
November/December	Sept. 13	Sept. 20	Sept. 27

*Materials received after the deadline may incur a late charge

PER AD INSERTION RATES:

	1X	3X	6X
Full Page	\$2,695	\$2,295	\$1,995
2/3	\$1,995	\$1,695	\$1,595
1/2	\$1,695	\$1,395	\$1,295
1/3	\$1,295	\$1,095	\$995
1/6	\$725	\$625	\$495
Marketplace 1/4 (net)	\$575	\$575	\$575

SPECIAL POSITION RATES:

	1X	3X	6X
2nd cover	\$3095	\$2,695	\$2,395
3rd cover	\$2,895	\$2,495	\$2,195
4th cover	\$3,195	\$2,695	\$2,395
Page 1	\$2,995	\$2,595	\$2,295
2 Page Spread	\$4,195	\$3,595	\$3,195
2 Half-Page Spreads	\$2,895	\$2,495	\$2,195

SUPPLEMENT RATES (FIELD GUIDE)

Contact your sales representative for rates.

Ask about our special advertising sections offered throughout the year.

Special Position Requests: All positions are run of the book, determined at publisher's option. Guaranteed special positions incur a 15% position fee.

Provided Inserts: Special rates apply for supplied inserts, insert cards, gate folds, and special units. Prices and availability upon request.

Preferred Position: On a space available basis. Check with your account executive.

Frequency Discounts: Frequency discounts are earned on the total number of insertions made within a period of one year (six issues). If at the end of one year (six issues), an advertiser has failed to fulfill the contract, billing will be adjusted accordingly. Orders canceled before expiration of contract are subject to short-rate billing.

Early Payment Discount: A five percent discount is given to advertisers who pay in full by the space reservation deadline.

Billing and Payments: Payment is due within 30 days of receipt of invoice. A service charge of 1.5% per month will be added to accounts 30 days delinquent. Publisher can suspend or cancel a contract when invoices for prior advertisements are delinquent.

Cancellations: Neither the advertiser nor its agent may cancel after the space reservations deadline. If materials are not received by deadline, publisher may repeat the most recent advertisement.

Agency Discounts: "recognized agency" refers to an individual or group of individuals who make the media selection, handle the order, coordinate and process the space placed with the publisher under our terms, furnish and provide transportation on all printing materials submitted, and process prompt payment. Agency must represent a minimum of three clients. Marketplace ads and specialty publications mailed with *Mississippi Magazine* are charged under separate rate schedules that are net rates and are not subject to agency discounts.

Advertising Restrictions: *Mississippi Magazine* is concerned about the consequences of abuse of gambling, alcoholic beverages, and tobacco products. This concern is reflected in the magazine's editorial policy of not glamorizing the use of these items and the magazine's advertising policy of not accepting any advertising for these items or related products. The publisher reserves the right to decline any advertisement.

Additional Advertising Opportunities: Contact a sales representative for information about advertising in our supplement publication, digital media opportunities, or on our website or social media.

Multiple Insertions Discount.....	10%*
<i>For more than one ad in same issue (two pages or less)</i>	
Multi-Page Discount.....	25%*
<i>More than TWO pages of ads in issue</i>	
Charitable Organization Discount.....	15%*
<i>For nonprofit organizations meeting IRS regulations</i>	

* MAXIMUM TOTAL DISCOUNT FOR ABOVE ITEMS IS 30% OF GROSS AD COST

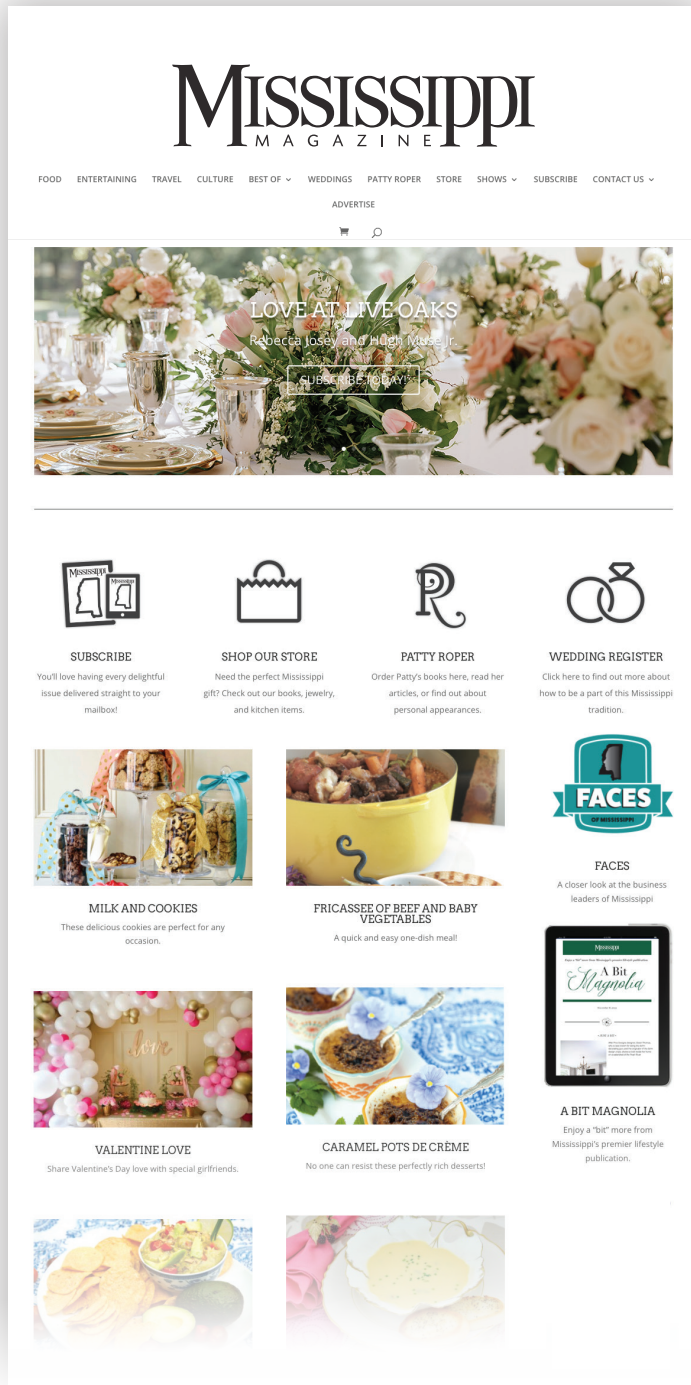
Early Payment Discount.....	5%*
<i>For payment in full by space reservation deadline</i>	
First Time Advertiser Discount.....	Six time rate
<i>Six time rate for any length contract</i>	
Agency Discount.....	15%
<i>For "recognized" agencies as per rate card definition</i>	

MISSISSIPPI
MAGAZINE

P.O. Box 16445, Jackson, MS 39236 | 601.982.8418 | 844.303.8418 | fax 601.982.8447 | mississippimagazine.com

our website and social media

In a state known for its hospitality, *Mississippi Magazine* is a welcome treasure, just like a cold glass of sweet tea on a hot summer day. And our website provides 24-hour access for our loyal readers.



MISSISSIPPIMAGAZINE.COM

Mississippi Magazine's online resource for current issue information including food, travel, entertaining, culture, calendar of events, and more! Plus, you'll find Patty Roper's how-to videos and recipes, exclusive Mississippi products, subscription renewals, and wedding registry.

15,000–21,000

views per month

SOCIAL MEDIA

Find *Mississippi Magazine* on Facebook, Twitter, Instagram, and Pinterest. With insider tips, information, and contests to keep readers in the know, this is the place to go!



More than **76,000**
fans on Facebook



More than **15,400**
followers on Twitter



More than **33,300**
followers on Instagram



More than **35,000**
monthly views on Pinterest