MISSISSIPPI
MAGAZINE

MISSISSIPPI'S PREMIER LIFESTYLE MAGAZINE

Since 1982

our MISSION

FOR MORE THAN 40 YEARS, *Mississippi Magazine* has served as the state's premier lifestyle publication. We remain 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.

P.O. BOX 321409, FLOWOOD, MS 39232 | 601.982.8418 | mississippimagazine.com

our CALENDAR

in every issue

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

A BIT MAGNOLIA
highlights around the state

FOOD & ENTERTAINING
- food and recipes from talented chefs
- entertaining menus, décor, and recipes by Patty Roper
- seasonal recipes
- Southern Soirées
- healthy recipes
- creative cocktails

HOMES & GARDENS
- beautiful homes
- magnificent gardening

TRAVEL & ADVENTURE
- Back Road Bistros
- great ideas on getting outdoors
- town spotlight
- new and noteworthy places

HERITAGE & CULTURE
- Made in Mississippi
- Mississippians Making a Difference
- interesting state facts and history
- highlights of talented Mississippians
- local books and authors
- essays on Southern culture
- local artists

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
results of the BEST OF MISSISSIPPI WEDDINGS • wedding celebrations wedding announcements • home décor • food • culture • interesting towns • Meet Your Wedding Pros

Space reserved by **Nov. 15** Ad materials due by **Nov. 22** Digital ad due by **Nov. 29**

MARCH/APRIL | HOMES & GARDENS
annual homes & gardens section • springtime beauty around the state festivals • hospitality • getaways • outstanding and interesting people designers • FACES of Mississippi • new construction and renovations Meet Your Residential Pros • annual Home Builders Association of Mississippi awards

Space reserved by **Jan. 15** Ad materials due by **Jan. 22** Digital ad due by **Jan. 29**

MAY/JUNE | BEST OF SUMMER
results of the BEST OF MISSISSIPPI • getaways • food settling into summer with great activities

Space reserved by **Mar. 15** Ad materials due by **Mar. 22** Digital ad due by **Mar. 29**

JULY/AUGUST | DINING GUIDE & SUMMERTIME
summer travel • food • activities • Meet Your Doctors • dining guide getaways

Space reserved by **May 15** Ad materials due by **May 22** Digital ad due by **May 29**

SEPTEMBER/OCTOBER | FALL FUN & STYLE
results of the BEST OF MISSISSIPPI TRAVEL • homes • entertaining festivals • small towns • personalities • family fun • FACES of Mississippi getaways • FIELD GUIDE: football • tailgating • hunting • adventure sports • outdoors

Space reserved by **July 15** Ad materials due by **July 22** Digital ad due by **July 29**

NOVEMBER/DECEMBER | HOLIDAYS
celebrations • seasonal parties and decorating • parades • markets food • family activities and events • friends • Patty Roper's entertaining ideas, recipes, and holiday decorations • unWRAPPED: the ultimate holiday shopping guide with new and exciting gift ideas for everyone on your list

Space reserved by **Sept. 16** Ad materials due by **Sept. 23** Digital ad due by **Sept. 30**

our AUDIENCE

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 40 years, *Mississippi Magazine* has served as the indispensable year-round reference for affluent consumers.

our reach

SUBSCRIBERS + NEWSSTAND + DIGITAL + SOCIAL MEDIA + NEWSLETTER + "BEST OF" CONTESTS

Our content reaches 250,000 across all platforms.

NEWSSTAND LOCATIONS: *Mississippi Magazine* is available for purchase at over 270 targeted locations, including Kroger, Barnes & Noble, Whole Foods Market, Walmart, Walgreens, CVS, and more. Visit our website at mismag.com/newsstands for the full list of locations.

Social Media

- Facebook: 82,000
- Instagram: 35,500
- X: 15,464
- Pinterest: 34.57k monthly views

WEBSITE: average monthly views 15,000-17,000

mississippimagazine.com

RETAIL VENDOR: If you would like to offer *Mississippi Magazine* to your customers, please contact us to be set up as a retail vendor.

"A BIT MAGNOLIA" E-NEWSLETTER: Our FREE e-newsletter is sent every other Friday to 27,032 subscribers with a 50% open rate

BEST OF MISSISSIPPI, TRAVEL, AND WEDDINGS CONTESTS E-NEWSLETTER:
30,606 subscribers with a 39% open rate

our readers

Over 1,000 readers were surveyed in 2023:

75%
HAVE AN INCOME OF $99,000+

59%
KEEP EVERY ISSUE FOR AT LEAST THREE MONTHS, WITH MOST KEEPING EVERY ISSUE

66%
PASS ALONG THEIR COPIES TO FRIENDS AND FAMILY

62%
PLAN HOME IMPROVEMENTS AND INTEND TO PURCHASE HOME FURNISHINGS/ACCESSORIES

75%
ACT ON ADVERTISEMENTS IN *MISSISSIPPI MAGAZINE*

54%
ARE 24 TO 44 YEARS OF AGE

33%
ARE OVER 55 YEARS OF AGE

84%
ARE FEMALE

61%
VISIT MISSISSIPPIMAGAZINE.COM REGULARLY

90%
FEEL THAT THE INFORMATION THEY ARE LOOKING FOR AT MISSISSIPPIMAGAZINE.COM IS READILY AVAILABLE

Special Advertising Sections

JANUARY/FEBRUARY

WEDDING RESOURCES: Make your offerings known to countless couples who are planning their ideal wedding. Be featured in one of the three categories that best fits your business: ATTIRE, VENUES, or RESOURCES

Two-page spread: $1,995 | Full page: $1,195

MEET YOUR WEDDING PROS: This is a guide to Mississippi's wedding professionals–advertisers provide one or two hi-resolution professional photographs, a 200-word-or-less narrative, contact information, and logo if desired. Complimentary ad production is included.

Two-page spread: $1,995 | Full page: $1,195

BRIDAL REGISTRIES: Introduce your bridal registries to couples creating a wish list of items to furnish their new homes.

Two-page spread: $1,995 | Full page: $1,195 | ½-page horizontal: $695

WEDDING RESOURCES/ATTIRE
FULL PAGE

WEDDING RESOURCES/RESOURCE
FULL PAGE

WEDDING RESOURCES

MEET YOUR WEDDING PROS FULL PAGE

BRIDAL REGISTRIES FULL PAGE

WEDDING RESOURCES/VENUE TWO-PAGE SPREAD

MARCH/APRIL

FACES OF MISSISSIPPI: Every business has a unique history. Profile your distinctive story in this special section. It's the perfect opportunity to introduce your products and services to our readers who support local businesses around the state. Professional, full-color photography and complimentary ad production are included. Advertisers submit a 100-word (or less) narrative for a one-page profile and 180 words for a two-page spread.

Two-page spread: $2,295 | Full page: $1,695

GETAWAYS: This is an affordable way to advertise great vacation spots and events around the South.

Two-page spread: $2,295 | Full page: $1,495
½-page horizontal: $995 | ¼-page vertical: $595

HOMES AND GARDENS: This is a dedicated section for the best vendors in the home and garden industry. From builders, designers, landscape, furnishings, lighting, and more, this is the place to showcase your work.

Two-page spread: $1,995 | Full page: $1,295
½-page horizontal: $995 | ¼-page vertical: $695

MEET YOUR RESIDENTIAL PROS: This is a guide to Mississippi home and garden professionals.

Two-page spread: $1,995 | Full page: $1,295

HOMES & GARDENS TWO-PAGE SPREAD

MEET YOUR RESIDENTIAL PROS TWO-PAGE SPREAD

MAY/JUNE

GETAWAYS: An affordable way to advertise great vacation spots and events around the South.

Two-page spread: $2,295
Full page: $1,495
½-page horizontal: $995
¼-page vertical: $595

GETAWAYS ½-PAGE HORIZONTALS AND FULL PAGE

FACES OF MISSISSIPPI TWO-PAGE SPREAD

JULY/AUGUST

DINING GUIDE: Looking to target foodies and restaurant enthusiasts in Mississippi? *Mississippi Magazine*'s annual dining guide is the go-to source for locals and tourists seeking recommendations for the best dining experiences in the state.

Full page: $1,495 | ½-page horizontal: $995 | ¼-page vertical: $595

MEET YOUR DOCTORS: The perfect way to introduce you and your practice to Mississippians looking for a health care provider.

Two-page spread: $3,100 | Full page: $2,100

GETAWAYS: An affordable way to advertise great vacation spots and events around the South.

Two-page spread: $2,295 | Full page: $1,495 | ½-page horizontal: $995 | ¼-page vertical: $595

SEPTEMBER/OCTOBER

FACES OF MISSISSIPPI: Every business has a unique history. Profile your distinctive story in this special section. It's the perfect opportunity to introduce your products and services to our readers who support local businesses around the state.

Two-page spread: $2,295 | Full page: $1,695

GETAWAYS: An affordable way to advertise great vacation spots and events around the South.

Two-page spread: $2,295 | Full page: $1,495 | ½-page horizontal: $995 | ¼-page vertical: $595

FIELD GUIDE SECTION

FIELD GUIDE: This special section is an essential guidebook for everything to love about fall in the South, from game day to the great outdoors.

Two-page spread: $2,195 | Full page: $1,395
½-page horizontal: $895 | ¼-page vertical: $495

DINING GUIDE ½-PAGE HORIZONTALS AND FULL PAGE

MEET YOUR DOCTORS TWO-PAGE SPREAD

FIELD GUIDE FULL PAGE, ½-PAGE HORIZONTAL, ¼-PAGE VERTICALS

NOVEMBER/DECEMBER

unWRAPPED: Advertise your newest or best products and services in our exclusive holiday shopping guide alongside the South's finest retail establishments. Our special unWRAPPED section will also be available as a FREE interactive online shopping catalog!

Two-page spread: $2,195; if also in November/December: $1,695 | Full page: $1,495; if also in N/D: $1,195
½-page vertical or horizontal: $995; if also in N/D: $795 | ¼-page vertical: $695; if also in N/D: $595

UNWRAPPED HOLIDAY GUIDE SECTION

EVERY ISSUE

CITY PAGES: An affordable way to advertise your town as a shopping and dining destination. A City Page is dedicated to the featured city of the issue and must have the required number of advertisers to comprise a minimum of one full page of advertising.

Two-page spread: $2,295 | Full page: $1,495 | ½-page horizontal: $995 | ¼-page vertical: $595

CITY PAGE ½-PAGE HORIZONTALS, ¼-PAGE VERTICALS, AND FULL PAGE

REAL ESTATE: Take your real estate business to the next level! *Mississippi Magazine* is the perfect platform to showcase your properties and services to potential clients. With a strong presence in the state and editorial content highlighting beautiful homes and properties, we attract a wide range of readers, from first-time buyers to seasoned investors, providing a cost-effective way to reach your target audience and stand out from competitors.

Two-page spread: $1,995 (6x) | $2,195 (3x) | $2,395 (1x)
Full page: $1,395 (6x) | $1,495 (3x) | $1,595 (1x)
½-page horizontal: $895 (6x) | $995 (3x) | $1,095 (1x)

REAL ESTATE FULL PAGE

MARKETPLACE: Have you heard the buzz? Seventy-five percent of our readers share that they are influenced by ads they see in our magazine. Take advantage of the most economical way to expose your business to the readers of *Mississippi Magazine*. A ¼-page marketplace ad is ideal for creating buzz about your business or products.

¼-page vertical: $575

MARKETPLACE ¼-PAGE VERTICALS

Website mississippimagazine.com

Reach *Mississippi Magazine*'s highly engaged audience with a digital ad on our website! Our website provides a wealth of information on all things Mississippi, including events and the Best of Mississippi reader polls in travel, weddings, and more. We also offer great recipes, articles on entertaining, how to submit for the popular Wedding Register, and spotlights on the rich culture of the Magnolia State. With an average of 13,000 to 15,000 views per month, our website is a highly trafficked destination for anyone looking to learn more about Mississippi.

$895 banner for two months | $695 skyscraper for two months

BANNER

SKYSCRAPER

Contests

BEST OF MISSISSIPPI WEDDINGS:
Nominations: July 15-August 15
Voting: September 15-October 15
Results: January/February issue

BEST OF MISSISSIPPI:
Nominations: November 15-December 15
Voting: January 15-February 15
Results: May/June issue

BEST OF MISSISSIPPI TRAVEL:
Nominations: March 15-April 15
Voting: May 15-June 15
Results: September/October issue

ENHANCED LISTING

TITLE SPONSORSHIP: $1,500 | **CATEGORY SPONSORSHIP:** $500

ENHANCED LISTINGS: As a BEST OF MISSISSIPPI nominee, purchase enhanced listings to make your business more visible to voters and set you apart from those listed by business name only in your category.

One listing: $175 | Two listings: $300 | Five or more listings: $400

E-Newsletter "A Bit Magnolia"

Our e-newsletter goes out every other week, highlighting current happenings and with content that can only be found here! Choose from an advertorial or banner ad.

One banner ad: $150 | Four banner ads for $400
Advertorial: $250

ADVERTORIAL

BANNER

2024 CALENDAR

JANUARY 5, 19
FEBRUARY 2, 16
MARCH 1, 15, 29
APRIL 12, 26
MAY 10, 24
JUNE 7, 21
JULY 5, 19
AUGUST 16, 30
SEPTEMBER 13, 27
OCTOBER 10, 24
NOVEMBER 8, 22
DECEMBER 6, 20

our RATES

SPACE RESERVATION AND MATERIALS DEADLINES

ISSUE	SPACE RESERVATION	AD MATERIALS DUE*	DIGITAL AD DUE
January/February	Nov. 15	Nov. 22	Nov. 29
March/April	Jan. 17	Jan. 24	Jan. 31
May/June	Mar. 15	Mar. 22	Mar. 29
July/August	May 15	May 22	May 30
September/October	July 17	July 24	July 31
November/December	Sept. 18	Sept. 25	Oct. 2

*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
½	$1,695	$1,395	$1,295
⅓	$1,295	$1,095	$995
⅙	$725	$625	$495
Marketplace ¼ (net)	$575	$575	$575

SPECIAL POSITION RATES:

	1X	3X	6X
2nd cover	$3,095	$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
Two-page spread	$4,195	$3,595	$3,195
Two ½-page spreads	$2,895	$2,495	$2,195

Email ad materials to ads@mismag.com or to your account executive.

PRINT+DIGITAL PACKAGE RATES:

½-page package
$795 per month

Full-page package
$1,095 per month

BEST OF MISSISSIPPI DIGITAL RATES:

TITLE SPONSORSHIP
$1,500

CATEGORY SPONSORSHIP
$500

ENHANCED LISTINGS
$175 one listing
$300 two listings
$400 five or more listings

"A BIT MAGNOLIA" DIGITAL RATES:

$150 one banner ad
$400 four banner ads
$250 advertorial

WEBSITE DIGITAL RATES:

Banner for two months
$895
Skyscraper for two months
$695

PRINT + DIGITAL

ADVERTISING PACKAGES:

PRINT ADS | WEBSITE PROMOTION
INSTAGRAM STORIES | FACEBOOK
POSTS | E-NEWSLETTER

½-PAGE PACKAGE: $795 per month

PRINT:

- ½-page full-color ad in six consecutive issues
- FACES full-page ad in our March/April issue (professional color photography included)

DIGITAL:

- Skyscraper ad on mississippimagazine.com for two months
- Six Instagram stories a year
- Six Facebook posts a year

FULL-PAGE PACKAGE: $1,095 per month

PRINT:

- Full-page full-color ad in six consecutive issues
- FACES full-page ad in our March/April issue (professional color photography included)

DIGITAL:

- Skyscraper ad on mississippimagazine.com for two months
- Six Instagram stories a year
- Six Facebook posts a year
- Advertorial in "A Bit Magnolia" e-newsletter

our SPECS

Two-page spread
Trim: 16.25" x 10.875"
Bleed: 16.5" x 11.125"

Full page
Trim: 8.125" x 10.875"
Bleed: 8.375" x 11.125"

(editorial) (editorial)

½-page horizontal spread
Trim: 16.25" x 5"
Bleed: 16.5" x 5.125"

½-page horizontal
6.875" x 4.625"

⅙ vertical
2.187" x 4.625"

⅓ block
4.5" x 4.625"

⅓ vertical
2.187" x 9.625"

⅔ vertical
4.5" x 9.625"

½ vertical
3.375" x 9.625"

¼ marketplace
3.375" x 4.75"

other SPECS

CITY PAGES | GETAWAYS | DINING GUIDE

Full page: 7.125" x 8.9375"
½-page horizontal: 7.125" x 4.375"
¼-page vertical: 3.4375" x 4.375"

WEBSITE

Banner: 1080 x 200 pixels
Skyscraper: 220 x 800 pixels

"A BIT MAGNOLIA" E-NEWSLETTER

Banner: 1080 x 200 pixels

additional design 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, PDF, PNG 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 a 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. PDFs 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 Stuffit 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.

the fine print

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: A "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. The 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. An agency must pay within 30 days to receive the agency discount.

Advertising Restrictions: *Mississippi Magazine* reserves the right to decline any advertisement.

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

Digital Advertising: *Mississippi Magazine*'s editorial department must approve all ads posted on *Mississippi Magazine*'s social media accounts. *Mississippi Magazine* reserves the right to decline any advertisement.

MISSISSIPPI
MAGAZINE

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