



# 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.



# 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](mailto: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.

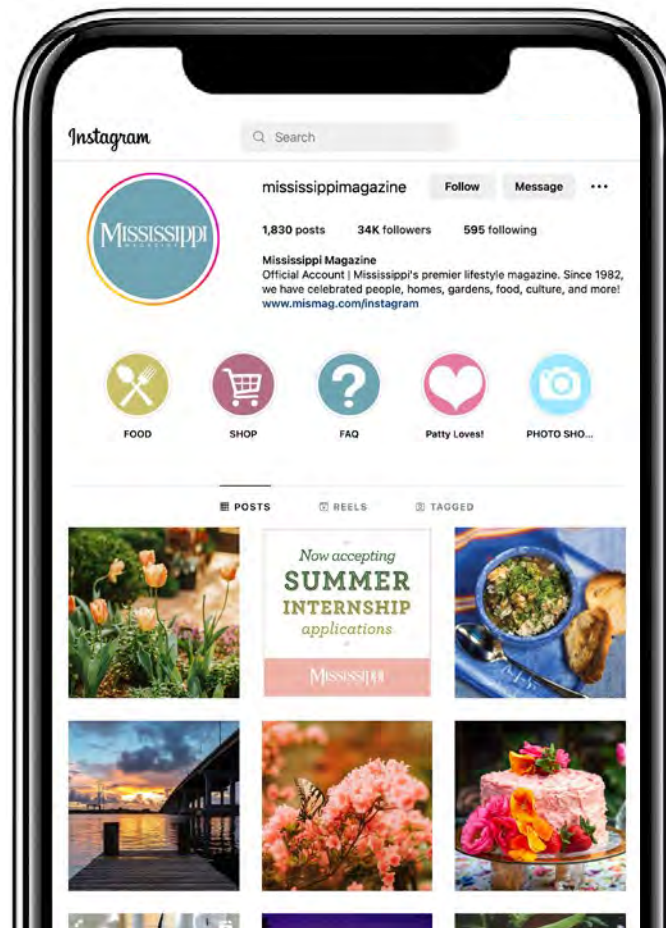
## our reach

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





Our content reaches 250,000 across all platforms.

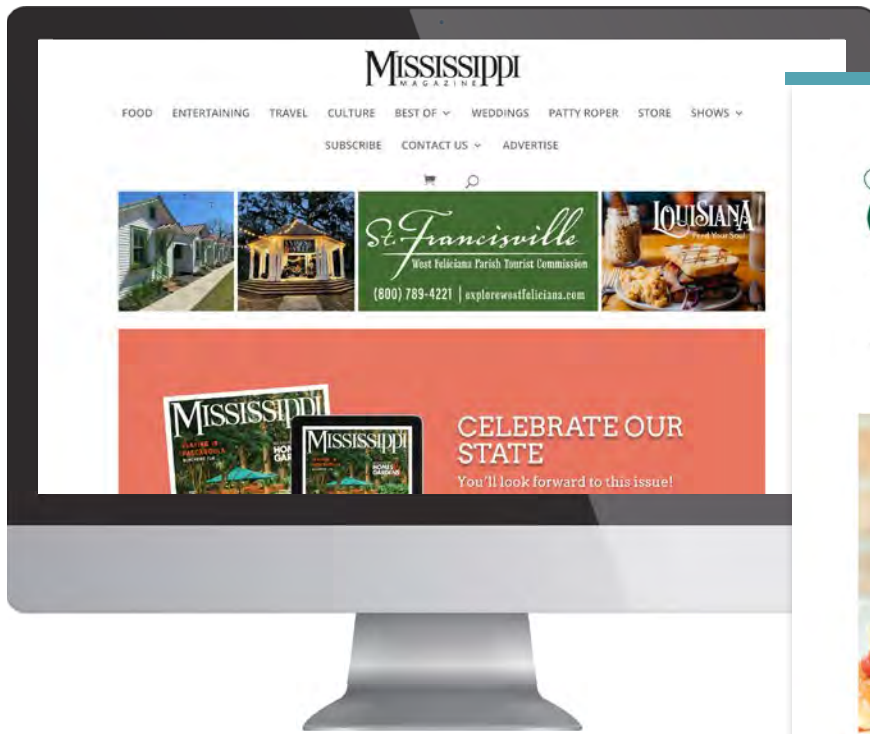


**NEWSSTAND LOCATIONS:** Mississippi Magazine is available for purchase at over 270 targeted locations, including Kroger, Barnes & Noble, Whole Foods Market, Walmart, Walgreens, CVS, select Publix locations in AL, FL, and TN, and more. Visit our website at [mismag.com/newsstands](http://mismag.com/newsstands) for the full list of locations.



## Social Media

-  Facebook: 82,690
-  Instagram: 38,200
-  X: 15,464
-  Pinterest: 34.57k monthly views



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

[mississippimagazine.com](http://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 more than 35,578 subscribers with a 50% 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](http://MISSISSIPPIMAGAZINE.COM) REGULARLY

**90%**

FEEL THAT THE INFORMATION THEY ARE LOOKING FOR AT [MISSISSIPPIMAGAZINE.COM](http://MISSISSIPPIMAGAZINE.COM) IS READILY AVAILABLE

**BEST OF MISSISSIPPI, TRAVEL, AND WEDDINGS CONTESTS E-NEWSLETTER:**

30,606 subscribers with a 39% open rate



# 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 | 1/2-page horizontal: \$695

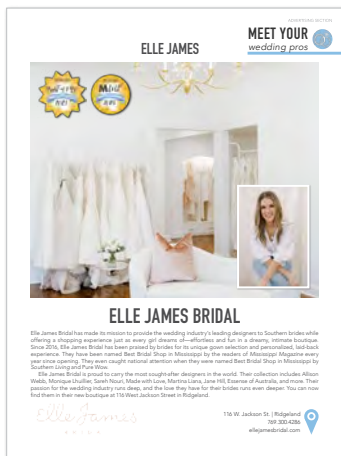


WEDDING RESOURCES/ATTIRE FULL PAGE



WEDDING RESOURCES/RESOURCE FULL PAGE

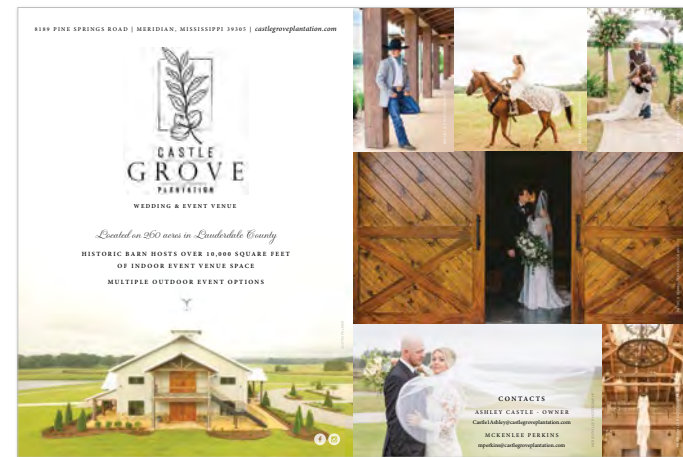
WEDDING RESOURCES



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  
1/2-page horizontal: \$995 | 1/4-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  
1/2-page horizontal: \$995 | 1/4-page vertical: \$695

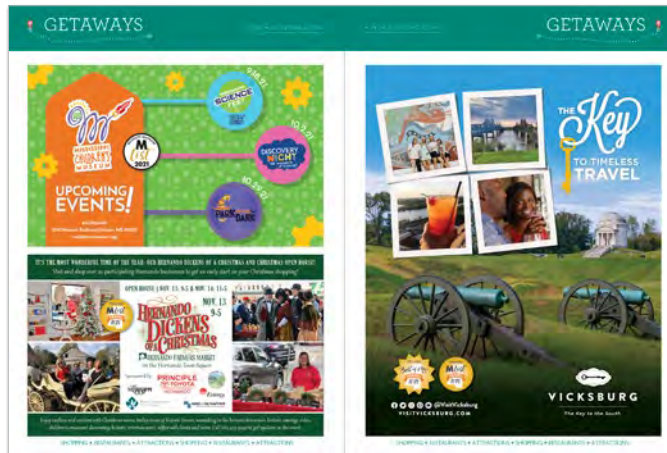
**MEET YOUR RESIDENTIAL PROS:** This is a guide to Mississippi home and garden professionals.

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

# 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  
1/2-page horizontal: \$995  
1/4-page vertical: \$595



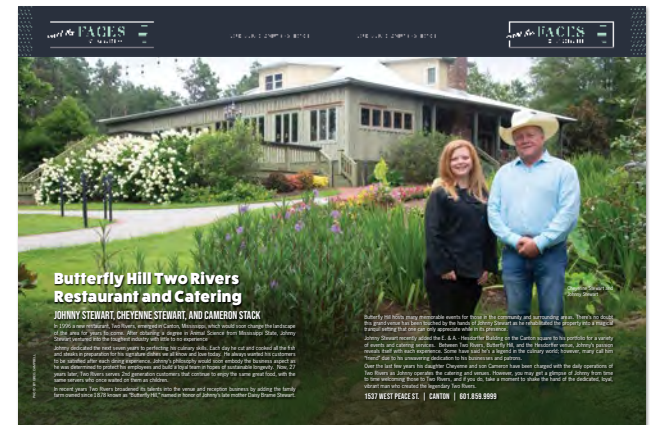
GETAWAYS 1/2-PAGE HORIZONTALS AND FULL PAGE



HOMES & GARDENS TWO-PAGE SPREAD



MEET YOUR RESIDENTIAL PROS TWO-PAGE SPREAD



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: \$1,595 | 1/2-page horizontal: \$1,095 | 1/4-page vertical: \$695

**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 | 1/2-page horizontal: \$995 | 1/4-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.

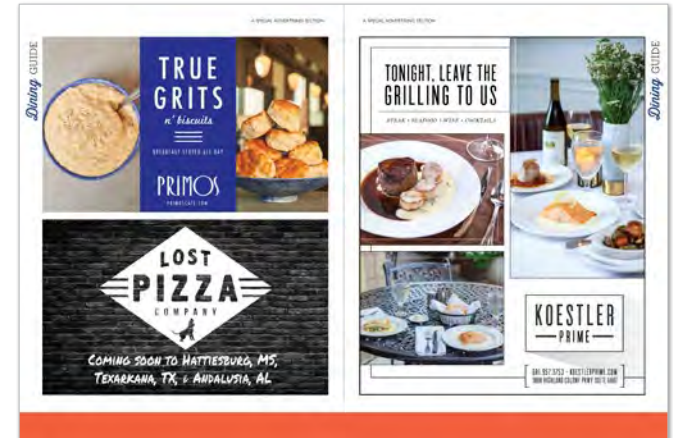
Two-page spread: \$2,295 | Full page: \$1,495 | 1/2-page horizontal: \$995 | 1/4-page vertical: \$595



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.

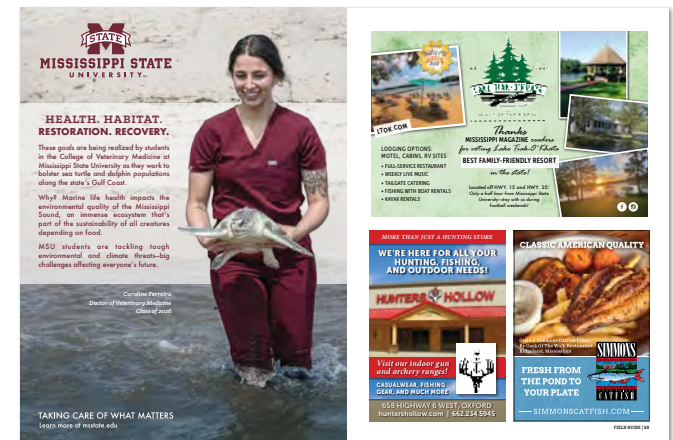
Two-page spread: \$2,195 | Full page: \$1,395  
1/2-page horizontal: \$895 | 1/4-page vertical: \$495



DINING GUIDE 1/2-PAGE HORIZONTALS AND FULL PAGE



MEET YOUR DOCTORS TWO-PAGE SPREAD



FIELD GUIDE FULL PAGE, 1/2-PAGE HORIZONTAL, 1/4-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  
 1/2-page vertical or horizontal: \$995; if also in N/D: \$795 | 1/4-page vertical: \$695; if also in N/D: \$595

# 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 | 1/2-page horizontal: \$995 | 1/4-page vertical: \$595

**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)  
 1/2-page horizontal: \$895 (6x) | \$995 (3x) | \$1,095 (1x)

**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 1/4-page marketplace ad is ideal for creating buzz about your business or products.

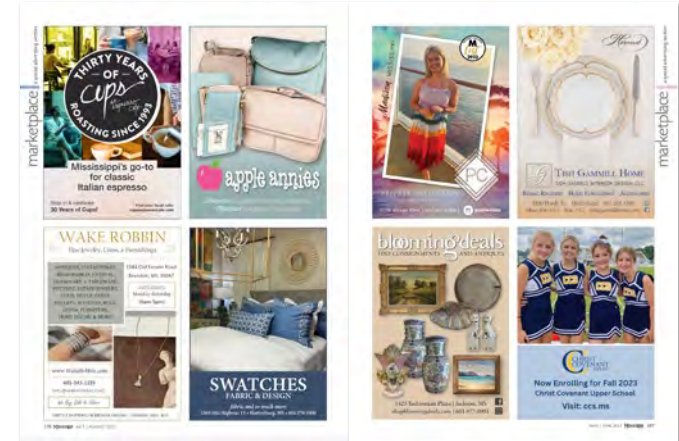
1/4-page vertical: \$575



CITY PAGE 1/2-PAGE HORIZONTALS, 1/4-PAGE VERTICALS, AND FULL PAGE



REAL ESTATE FULL PAGE



MARKETPLACE 1/4-PAGE VERTICALS



UNWRAPPED HOLIDAY GUIDE SECTION

# Website [mississippimagazine.com](http://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



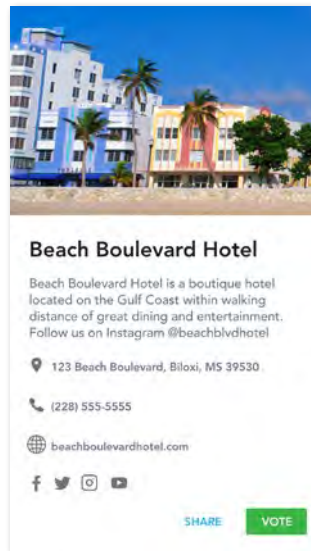
**BEST OF MISSISSIPPI WEDDINGS:**  
Nominations: July 15-August 15  
Voting: September 15-October 15  
Results: January/February issue



**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

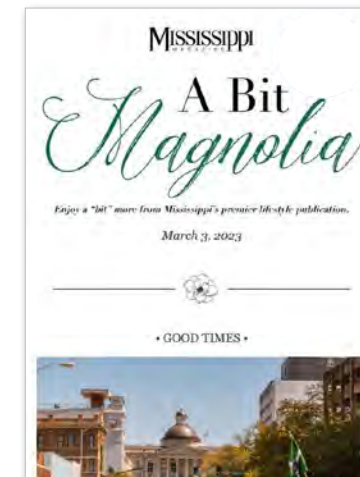
**ENHANCED LISTINGS:** As a BEST OF MISSISSIPPI nominee, purchase enhanced listings to make your business more visible to voters and set you apart from those listed by business name only in your category.

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



- 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

ADVERTORIAL



**At the End of the Parade**

It's time! We're celebrating the 40th anniversary of the St. Paddy's Parade & Festival on March 25. This year's theme is "40 Years of A..." four decades of the parade and the Grammy award-winning jazz musician Cassandra Wilson.

"It's St. Paddy's Parade & Festival celebration; it's a 40-year tradition that comes together and honors our rich heritage. Malcom White, founder of the parade in the years past, the event will raise money for the state of Mississippi."



**DUNLEITH HISTORIC INN**

Built in 1855, Dunleith Historic Inn is a National Historic Landmark and operates as a hotel and event venue in Natchez, Mississippi. Dunleith offers 22 guestrooms throughout the property, plus luxury amenities such as a restaurant, bar, and pool. A highly coveted wedding venue, Dunleith hosts events of all kinds including celebrations, galas, family reunions, and corporate meetings. For more information, visit [dunleithhistorico.com](http://dunleithhistorico.com)



BANNER

# 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
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	\$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 1/2-page spreads	\$2,895	\$2,495	\$2,195

Email ad materials to [ads@mismag.com](mailto:ads@mismag.com) or to your account executive.

## PRINT+DIGITAL PACKAGE RATES:

1/2-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

1/2-PAGE PACKAGE: \$795 per month

### PRINT:

- 1/2-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](http://mississippimagazine.com) for two months
- Six Instagram stories a year
- Six Facebook posts a year

FULL-PAGE PACKAGE: \$1,095 per month

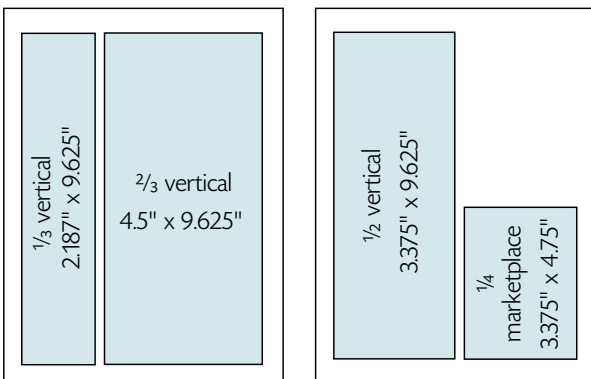
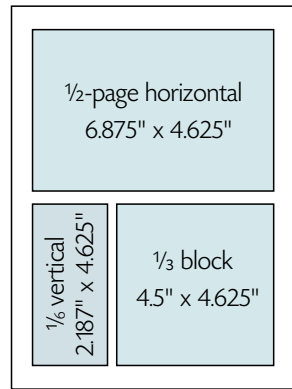
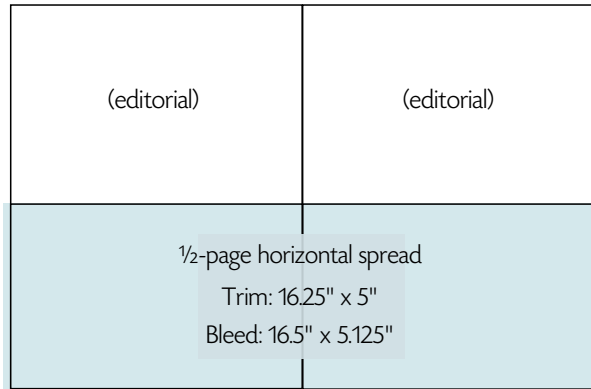
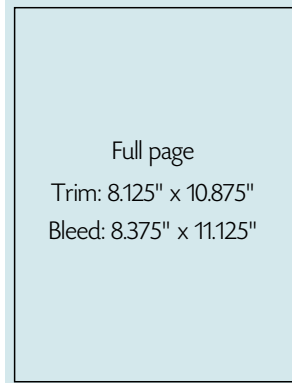
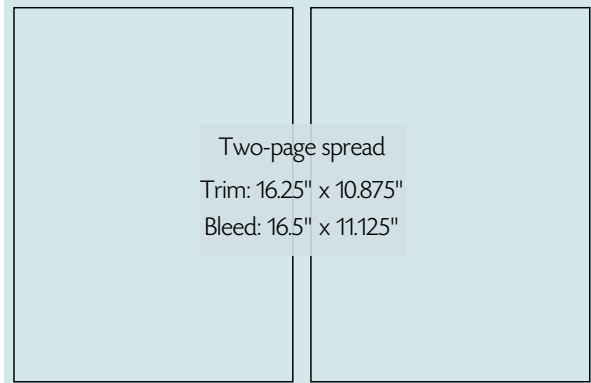
### PRINT:

- Full-page full-color ad in six consecutive issues
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### DIGITAL:

- Skyscraper ad on [mississippimagazine.com](http://mississippimagazine.com) for two months
- Six Instagram stories a year
- Six Facebook posts a year
- Advertorial in "A Bit Magnolia" e-newsletter

# our SPECS



## other SPECS

CITY PAGES | GETAWAYS | DINING GUIDE

Full page: 7.125" x 8.9375"

1/2-page horizontal: 7.125" x 4.375"

1/4-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.

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