

Founded 2008

# WILSON LIVING

dedicated to the good life

**72,000**

Readers in homes  
& businesses  
throughout Wilson County  
77% Female 23% Male  
13% age 25-34  
51% age 34-50  
36% age 50-65



Showcasing the best places to eat & shop; along with the services people need close to home.  
Enriching the spirit of community through the people, businesses  
& events in Wilson & surrounding Counties

# WILSON LIVING magazine

dedicated to the good life



**NEW 2015**  
**Trim size**  
 9.125 X 10.875



## Wilson Living Readers Are ... SMART • AFFLUENT • RESPONSIVE

Age	13-17	18-24	25-34	35-44	45-54	55+
Female	77%	0.38%	3.4%	15%	23%	21%
Male	23%	0.26%	2.0%	4.3%	6.7%	5.0%

### Subscribers

- 96% Subscribers live in TN
- 70% in Wilson County
- 12% in Smith County
- 14% in Surrounding Counties: Macon, Trousdale, Robertson, Rutherford, Wilson, Sumner, Maury, Montgomery, Putnam,
- 4% Out-of-State Subscribers

### Household Income

- \$81,000+ - 52%
- \$45-80,000 - 30%
- Less than \$45K - 18%

### Wilson Living Magazine Online Rate Card

- Monthly 125x125 standard banner ad-\$125 per month-up to 10,000 impressions
- Monthly Front Page placement ad Top Page- \$250 per month unlimited impressions
- Monthly Front Page side view placement- \$200 per month unlimited impressions
- If you include a print advertisement in 2 issues the above rates will be discounted 50%

Circulation: 16,000 Bi-monthly publications are distributed through local newspapers and racks  
 Magazine Racks are located: Mt. Juliet, Hermitage, Lebanon, Watertown, Carthage, Hartsville,  
 Gordonsville and Macon County

78% of readers pass along the magazine to people outside and inside their home  
 96% of WLM readers have taken action after reading the magazine

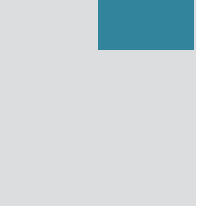
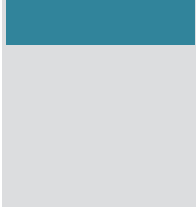

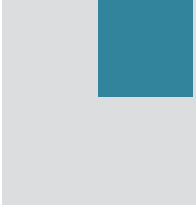

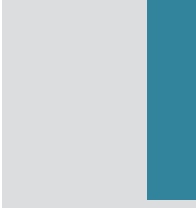

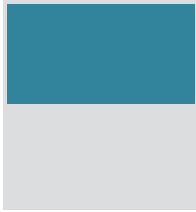


### WILSON LIVING MAGAZINE ADVERTISEMENT CONTACT:

Jana Pastors 615-818-4646 [jana@wilsonlivingmagazine.com](mailto:jana@wilsonlivingmagazine.com)

# WILSON LIVING

magazine  
dedicated to the good life

## SPECS

	1/8 Page Horizontal No Bleed: 4.5" x 2.25"		1/4 Page Horizontal No Bleed: 9" x 2.5"
	2/3 Page Vertical No Bleed: 6" x 6.5"		1/4 Page Square No Bleed: 4.5" x 5"
	1/3 Page Horizontal No Bleed: 8.6" x 3.25"		1/4 Page Vertical No Bleed: 2.15" x 10.15"
	1/3 Page Vertical No Bleed: 2.8" x 10.15"		1/2 Page Horizontal No Bleed: 8.6" x 5"
	Full Page Full Bleed: 9.125" x 10.875" add 1/8" to above size No Bleed: 8.6" x 10.15"		1/2 page Vertical No Bleed: 4.3" x 10.15"

## RATES

V - Vertical H - Horizontal S - Square

	6x	3x	1x
1/8 Page	298	315	315
1/4 Page V / H / S	553	585	650
1/3 Page V / H / S	616	653	725
1/2 Page V / H / S	765	810	900
2/3 Page	1148	1215	1350
Full Page	1360	1440	1600
*Prem Placement	1743	1845	2050
Two Page Spread	2380	2520	2800

**For multiple issue commitments, if you choose to pay entire bill in full, you will receive a 10% discount.**

**\*(Inside Front Cover, 3<sup>rd</sup> Page, Inside Back Cover & Back Cover)**

**All ads will be printed in full color on high quality, glossy coated stock**

**Trim size** - 9.125 X 10.875

**Resolution** - 300 dpi (dots per inch)

### PDF Requirements – Preferred Format

We strongly recommend all ad files to be PDF/X-1a:2001 compliant. All scanned images must be high-resolution (300 dpi), CMYK (no spot colors, RGB, LAB, or ICC color profiles) All fonts must be included or embedded

### Other Acceptable Formats

Adobe Photoshop, Illustrator and InDesign (converted to pdf)

All fonts are embedded or outlined, all images are 300 dpi and the file is CMYK.

### Unacceptable Formats

Microsoft Publisher; any word processing software; any presentation software such as PowerPoint.

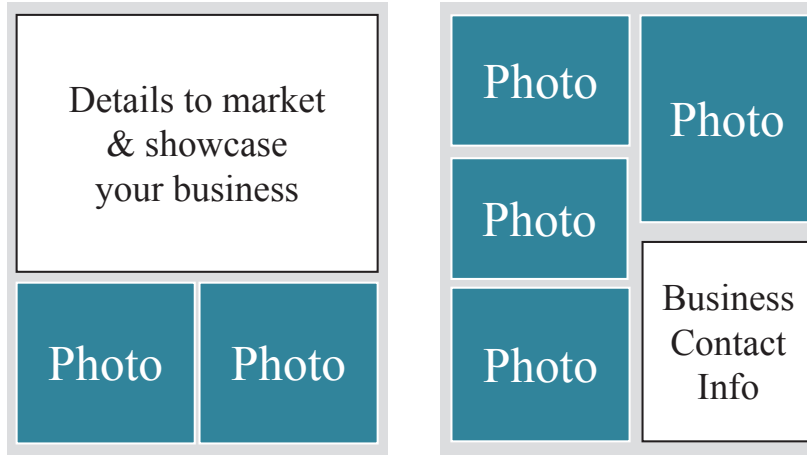
## Publication Dates – Deadline to Submit

JANUARY / FEBRUARY	–	NOVEMBER 30
MARCH / APRIL	–	JANUARY 31
MAY / JUNE	–	MARCH 31
JULY / AUGUST	–	MAY 31
SEPTEMBER / OCTOBER	–	JULY 31
NOVEMBER / DECEMBER	–	SEPTEMBER 30

You Are Invited To Showcase Your Business In Our Upcoming WLM Magazine  
Two - Four page Advertorial

\$2,500.00 Two - Four page spread  
Advertorial

**NEW**  
Trim size  
9.125 X 10.875



The \$2,500.00 advertorial cost includes:  
WLM professional photographer, writer, and graphic designer.

Please contact:  
Jana Pastors 615-818-4646 jana@wilsonlivingmagazine.com

**SUBMISSION FORM**

Company Name \_\_\_\_\_

Street \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ email \_\_\_\_\_

Checks and Credit Cards are accepted

Payment Information:

Check  Credit Card Amount: \$ \_\_\_\_\_ 2 page

Include information below for Credit Card payment only:

Visa  Master Card  American Express

Card Number: \_\_\_\_\_ Exp: \_\_\_\_\_ 3 digit security Code \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_