

MISSISSIPPI

M A G A Z I N E

MEDIA KIT



our mission

For more than 35 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

JANUARY/FEBRUARY | WEDDING REGISTER

wedding celebrations • bridal register • reader results of the best for weddings • home décor • food • culture • interesting towns

MARCH/APRIL | SPRING & GARDENS

gardens • springtime beauty around the state • hospitality • festivals • outstanding and interesting people • talented Mississippians

MAY/JUNE | BEST OF MISSISSIPPI, HOMES & DÉCOR

reader results of the best in the state • beautiful homes • designers • creative entertaining • food • new construction and renovations

JULY/AUGUST | DINING GUIDE & SUMMERTIME

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

SEPTEMBER/OCTOBER | FALL FUN & STYLE

homes • entertaining • festivals • small towns • personalities • family fun

FIELD GUIDE (supplement)

football • tailgating • hunting • adventure • sports • fashion

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

in every issue

A BIT MAGNOLIA

highlights around the state by Emmalyne Kwasney Beck

FOOD & ENTERTAINING

recipes from restaurants around the state by Melanie Ward • Back Road Bistros by Julian Brunt • 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 • designer profiles and Q & A's by Melanie Ward • how-to decorating and design projects by Patty Roper

HERITAGE & CULTURE

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

getting outdoors with Buster Wolfe • town spotlight by Sharon Morris • new and noteworthy places • town leaders making a difference

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 focusing on our unique and charming towns, big and small. For more than 35 years, *Mississippi Magazine* has served as the indispensable year-round reference for affluent consumers.

circulation

325,000+

COPIES AND SUPPLEMENTS DISTRIBUTED ANNUALLY

165,000

READERSHIP PER ISSUE

36,000*

PRINT RUN PER ISSUE

100+

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

Mississippi Magazine chain-distribution locations:

Barnes & Noble	McDade's Markets
Books-A-Million	Piggly Wiggly
Kroger	Walgreens
Gulfport airport	Walmart
Jackson airport	Winn Dixie

*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 A SECOND HOMES

97%

CONSIDER ADVERTISEMENTS TO BE INTERESTING AND INFORMATIVE

62%

PLAN HOME IMPROVEMENT 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

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"

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. Sales representatives can take photographs to be used in your ad at no additional charge. 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 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.

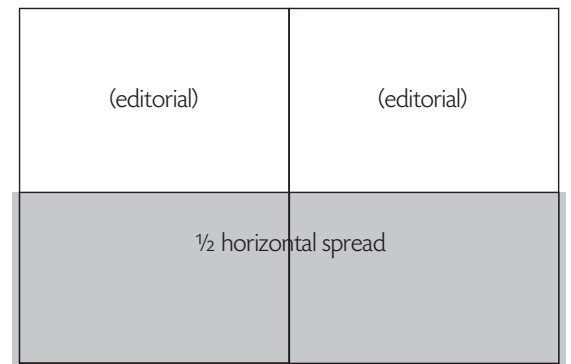
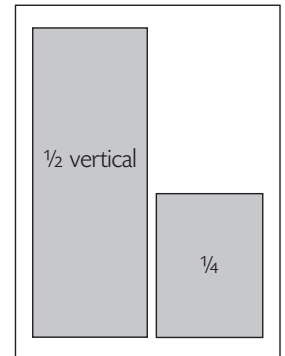
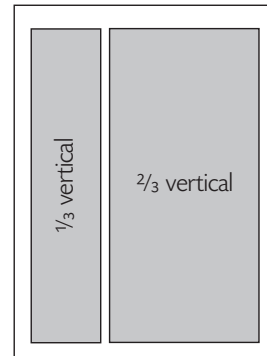
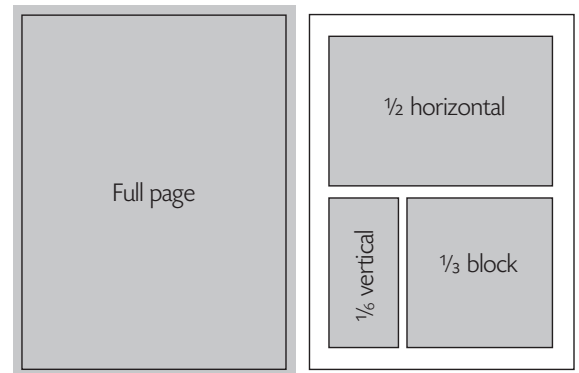
PDF Specifications: PDF is the preferred file format for digital ad submission. Follow all instructions in the Document Construction section above to ensure the document is properly constructed. All high-resolution images and fonts must be embedded in the PDF when the file is saved. Create high-resolution 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, sent via cloud file sharing apps such as dropbox, or through our website's advertising submission tab.

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.

Email ads to ads@mismag.com



MAGAZINE AD SIZES AND DIMENSIONS

**Specs are also applicable to FIELD GUIDE supplement.*

	WIDTH	DEPTH
Full page (trim size)*	8.125"	10.875"
Full page (bleed size)*	8.625"	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 1	Nov 15	Nov 21
March/April	Jan 2	Jan 15	Jan 21
May/June	Mar 2	Mar 16	Mar 23
July/August	May 1	May 15	May 21
September/October	July 1	July 15	July 21
November/December	Sep 1	Sep 15	Sep 21

*Materials received after the deadline may incur a late charge

PER AD INSERTION RATES:

	1X	3X	6X
Full Page	\$2595	\$2195	\$1895
2/3	1895	1595	1495
1/2	1595	1295	1195
1/3	1195	995	895
1/6	695	595	495
Marketplace 1/4 (net)	545	545	545

SPECIAL POSITION RATES:

	1X	3X	6X
2nd cover	\$2995	\$2595	\$2295
3rd cover	2795	2395	2095
4th cover	3095	2595	2295
Page 1	2895	2495	2195
2 Page Spread	4095	3495	3095
2 Half-Page Spreads	2795	2395	2095

SUPPLEMENT RATES (FIELD GUIDE and UNWRAPPED)

Contact your sales rep

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 one of our supplement publications, 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>	

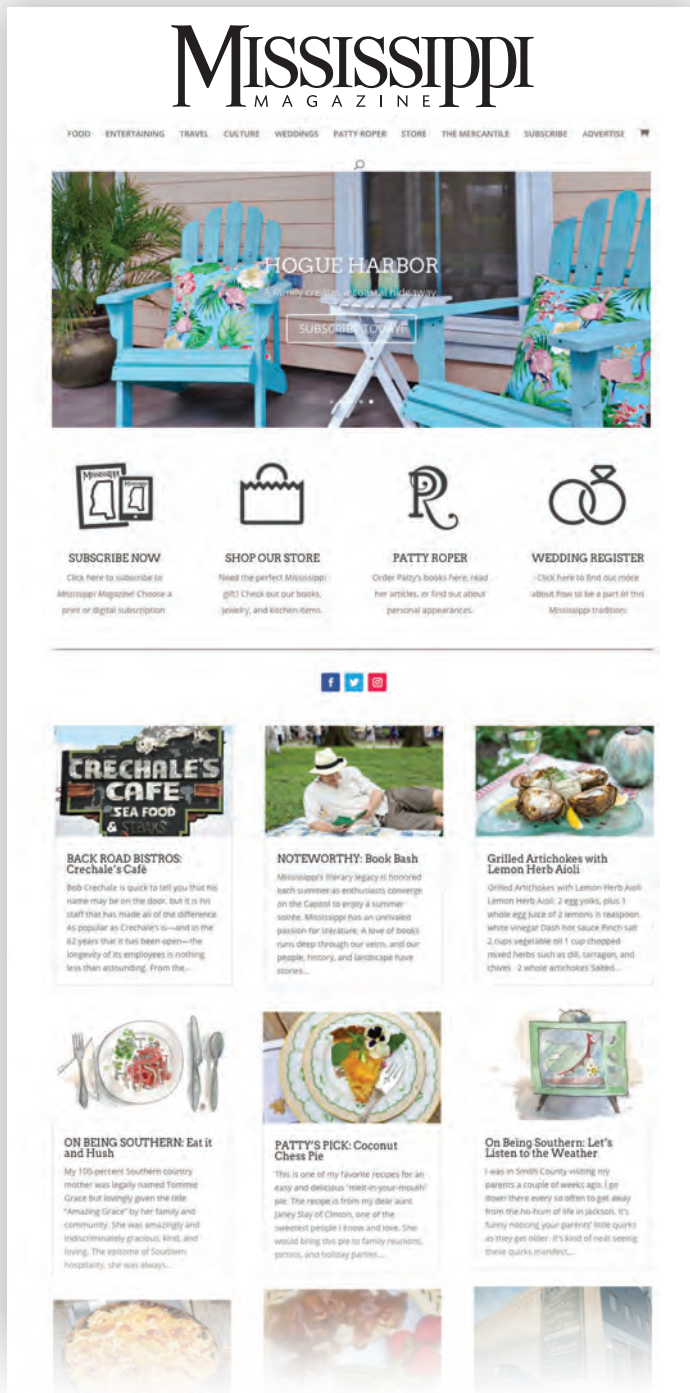
Early Payment Discount.....	5%*
<i>For payment in full by space reservation deadline</i>	
First Time Advertiser Discount.....	Six time rate
<i>Six time rate for any length contract</i>	
Agency Discount.....	15%
<i>For "recognized" agencies as per rate card definition</i>	

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

MISSISSIPPI
MAGAZINE

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.

Average **15,000-17,000** 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 **76,800** fans on Facebook



More than **15,600** followers on Twitter



More than **28,100** followers on Instagram



More than **15,000** monthly views on Pinterest