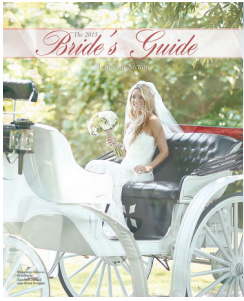
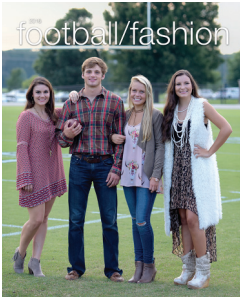


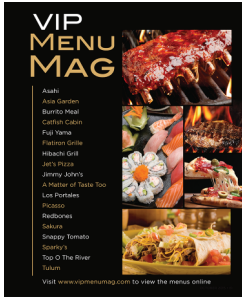


VIP JACKSON
magazine

2017
MEDIA KIT



White Kellye Cash
My... My... My...



Features & Departments

Special Sections

Special sections dedicated to a topic or industry important to the community.

People & Places

Local news, awards, announcements and promotions.

Community Profiles

A spotlight on one of the surrounding communities that is an integral part of Jackson's economy.

VIP Profiles

Conversations with Jackson's business owners, community leaders and philanthropists.

The Good Life

The Southern Lifestyles Lady takes you to some of the hottest travel destinations.

Calendar of Events

Your comprehensive list of local events and charitable fundraisers.

Editorial Calendar

Month	Special Section	Community Profile
February	The Bride's Guide	Henderson
March	Academic Scene	Trenton
April	Lawn & Garden	TBA
May	Destination Downtown	Savannah
June/July	VIP Pets	Humboldt
August	Health & Beauty	Lexington
September	Football/Fashion	Milan
October	VIP Menu Mag	Crockett Co
November	All About Home	Brownsville
Dec/Jan	Holiday Gift Guide	TBA

Event Coverage

VIP Jackson is packed with coverage of local parties, galas and fundraisers including:

- Blue Suede Dinner & Auction
- Crystal Ball

- Fur Ball
- Go Red For Women
- Jackson's Finest Evening
- Red Tie Society
- RIFA Canstruction

- Runway for a Cure
- Signature Chefs Auction
- Starlight Symphony
- USJ Holiday Mart
- West Tennessee Healthcare Gala



Rates*

Ad Size	1x	5x	10x	Auto Pay† 10x
1/8 Page	510	460	415	375
1/4 Page	790	685	560	495
1/2 Page	1245	1025	885	790
Full Page	1960	1655	1470	1365
Inside Cover	—	—	1590	1525
Back Cover	—	—	1780	1695

* Prices are per insertion.

† Ask your rep about our Auto Pay/Pre Pay billing option.

Deadlines

All ad material must be submitted by the 20th of each month for the next month's issue.

For customer-supplied ads, space must be reserved by the 20th and the camera-ready ad must be submitted by the 23rd.

Mechanics

VIP Jackson Magazine is printed on high quality, bright white, coated paper. We operate in a Macintosh OS X production environment.

Customer-Supplied Ads

PDF files are preferred. Fonts should be embedded or outlined. Images should be CMYK and at least 300 dpi.

Ad Material Submitted for Design

EPS or vector files are preferred for logos. All photographs should be high resolution .jpg or .tif files 300 dpi or higher.

Contact Info

Ad material submission:
ads@vipmag.com

Jeff Watson, Publisher:
jeff@vipmag.com

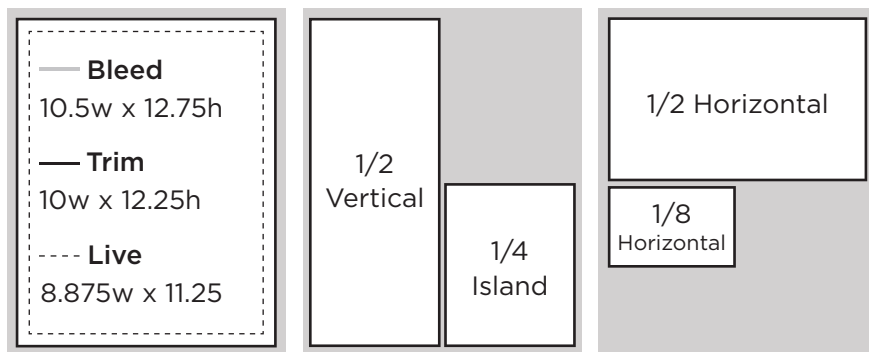
Ross Kyzar, Art Director:
ross@vipmag.com

Jason Watson, Advertising Director:
jason@vipmag.com

Readership

Gender: 45% Male 55% Female
Median Age: 35-45
Target Age: Teenagers to Retirees
Average Household Income: \$75,000
Education: Post-Graduate
Dine out 3-4 times per month on average
Travel 2-3 times times per year on average

Ad Sizes



Full Page

Keep vital information inside the live area. Other items should reach the bleed size.

1/2 Vertical

4.3125w x 11.25h

1/4 Island

4.3125w x 5.5h

1/2 Horizontal

8.875w x 5.5h

1/8 Horizontal

4.3125w x 2.625h

Circulation

VIP Jackson Magazine publishes monthly with the exception of two combo issues, June/July and Dec/Jan, for a total of 10 issues per year.

10,000+ Copies for monthly issues

12,500+ Copies for combo issues

40,000+ Readers per issue

50,000+ Web site hits per month

Magazines are distributed through our own extensive rack distribution system with over 80 locations. An additional 100+ drop locations include medical offices and specialty retail locations.

Distribution

Racks

All Suites Inn
Antonia's Paw Spa
Applebee's
Aquatherapies
Asahi
Aura Salon
Backyard Bar-Be-Cue
Baker's Rack
Bank of Jackson (Oil Well, University Pkwy, Carriage House)
Baudo's Restaurant
Bravo Hair Gallery
Bumpus Harley Davidson
C&C Wine & Liquor
Catfish Cabin
Casa Marina
Casey Jones Village
Children's Clinic
China Pan
Coldwell Banker
Comfort Suites
Coyote Blues
Crye Leike
Dixie Castle
DoDah's Donuts
Don Ponchos
DoubleTree
Downtown Tavern
Dumplin's
First South Bank
Fuji Yama
Glory Gymnastics
Gold's Gym
Heart & Vascular Clinic
Hibachi Grill & Buffet
Honeybaked Ham
Jackson Family Fun Center
Jackson Regional Women's Center
Jackson Sport & Fitness
Jason's Deli
JEA (Columns)
Kanpai Fusion & Sushi Bar
Kustom Cleaners
Latham's Meat Co.
Leaders Credit Union
Los Portales (Oil Well)
LIFT Center
Maggie Moo's
Meridian Cleaners
Medical Specialty Clinic
Mulligans
Northside Medical Clinic
Old Town Spaghetti Store
Party Mart Liquors
Picasso
Planet Fitness
Polo Cleaners
Profiles Salon
Physician's Quality Care
Rafferty's
Redbone's
Regional Family Medical Regions (N. & S. Highland, Downtown)
Robert's Jewelers
Rock'n Dough Pizza
Sakura
Sash Salon
Sensational Scents
Sky Zone
Smoothie King
Snappy Tomato
Sparky's
Special Effects
Sports Plus
Tri-County Medical
Tulum
University of Memphis - Lambuth
Walker's Cleaners
Westside Cleaners
West TN Healthcare
West TN Oral & Facial
Woman's Clinic
Wood's Custom Floors

Drop Locations

310 Rosemont
Advanced Cardio & Vein Center
Ace Hardware
Achieve Hormone Clinics
Achieve Weight Loss
Alan Vines
Alexandria Asst. Living
BancorpSouth
Beyond Vogue
Bliss Salon
Bloom Full Service Medspa
Cardiovascular Clinic
Chamber of Commerce
City Hall
Coffmans
Collision Specialists
Commercial Bank & Trust
Community Bank
Convenient Care North
Cost Plus Pharmacy
David White Body Shop
DCA/DCPR
Dennis Mitchell
Eddleman & Eddleman
Edenton's Boutique
Elements Salon
Elmcroft
Euphoria Salon
Fight Shop
First State Bank
First Impressions Salon
First TN Bank
FlatIron Grille
Happy Nails
Heavenly Ham
Horne & Co.
Houston & Co. Salon
Ima's
Institute for Periodontics
J. Kent Freeman
Jackson Clinic
Jackson Country Club
Jackson Meadows
Jackson Oaks
Jackson Smiles
JEA
Jet's Pizza
King Jewelers
King Tire
Lifetime Eye
Little's Jewelers (Vann Dr)
Luxur Nails
M&M Consignment
Madison Men
Mags & Lulu
Mam'selle
Maximum Fitness
McLemore & McLemore
Morningside Asst. Living
Newbury Street
Painting with a Twist
Patriot Equity
Performance Running
Plato's Closet
Podiatry Clinic of Jackson
Premier Dental
Regency Retirement Village
Remax
Robinson Toyota
Rustic Soul
Serra of Jackson
Signature's Boutique
South of New York Salon
Spa Vita
St. Mary's Manor
STAR Center
The Boutique
Town & Country Realty
Uniform Source
Universal Beauty
UPS Store
Urban Eye
West TN Business College
Williams Chiropractic
Yarbro's Antique Mall
Zen Steakhouse