

# VIP JACKSON magazine

2018 MEDIA KIT

Celebrating  
15 Years

2003-2018



## 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	Paris
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

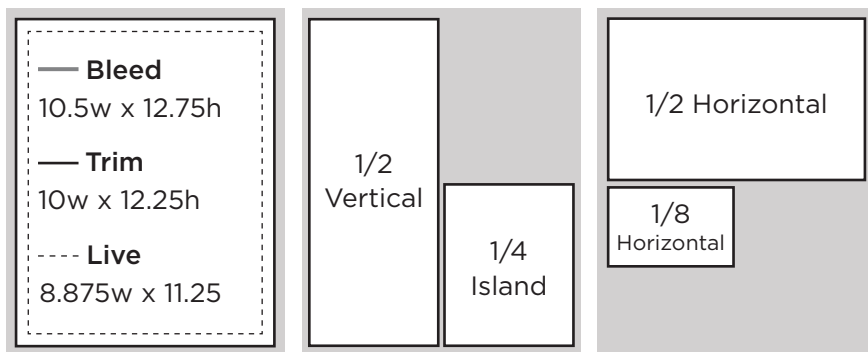


## Rates\*

Ad Size	1x	5x	10x
1/8 Page	525	480	425
1/4 Page	815	695	575
1/2 Page	1270	1045	895
Full Page	1995	1680	1495
Inside Cover	—	—	1590
Back Cover	—	—	1780

\* Prices are per insertion.  
Ask your rep about our Auto Pay/Pre Pay billing option.

## 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

## 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

## 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.

## 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

# Distribution

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## Racks

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All Suites Inn  
Antonia's Paw Spa  
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

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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  
Green Frog Coffee Co.  
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