

The cover features a background of overlapping, semi-transparent blue squares in various shades, creating a geometric pattern. A solid dark blue square is positioned on the left side, containing the text 'VIP' in large white letters and 'MURFREESBORO' in smaller white letters below it. To the right of this square, the year '2017' is written in a large, elegant, dark blue serif font, and 'MEDIA KIT' is written in a smaller, dark blue, all-caps sans-serif font below it.

VIP

MURFREESBORO

2017

MEDIA KIT



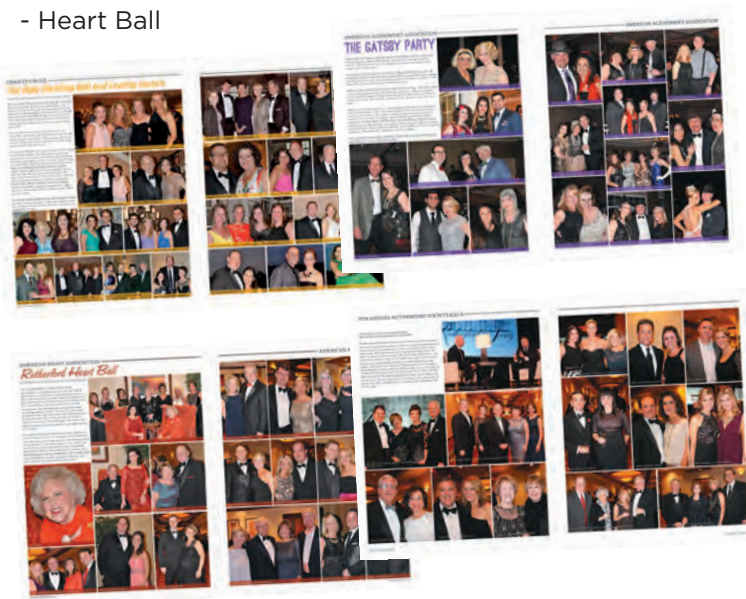
Editorial Calendar

Month	Special Section
February	The Bride's Guide
March	Academic Scene
April	Lawn & Garden
May	Destination Downtown
June/July	VIP Pets
August	Health & Beauty
September	Football/Fashion
October	VIP Menu Mag
November	All About Home
Dec/Jan	Holiday Gift Guide

Event Coverage

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

- Celebrity Waiters Dinner
- Charity Circle Parties
- Duck Ball
- Excellence In Education
- Heart Ball
- Secret Garden Party
- Holidayfest
- Wine Around The Square
- Saddle Up
- Taste Of Rutherford
- Rutherford Society Gala
- Borovino



Features & Departments

Special Sections

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

People & Places

Exciting news such as promotions, fundraising gifts, job announcements, and important who's who and what's what.

VIP Profiles

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

The Good Life

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

The Art of Living

Ideas & tips to make your event the party of the year!

Calendar of Events

Your comprehensive list of local events and charitable fundraisers.

Circulation

VIP Murfreesboro 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.

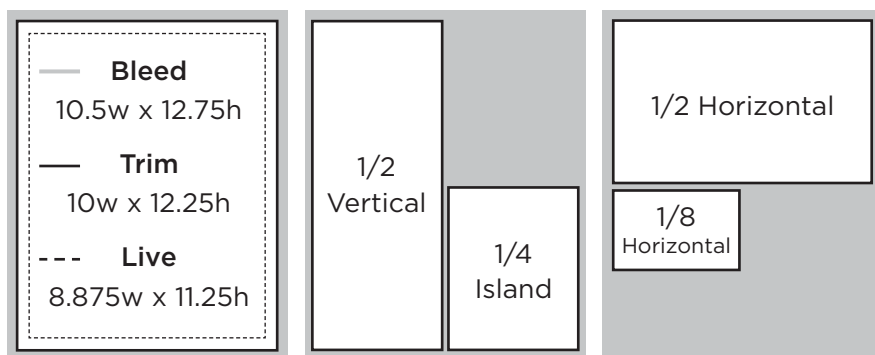
Rates*

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.

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

Web Site Ads*

Ad Size	4 mo.	6 mo.	12 mo.
Leaderboard	300	250	200
Island	250	200	150
Text	180	160	140

* Prices are per month. Ads must run consecutive months for length of contract.



Leaderboard

728px w x
90px h



Island

300px w x
250px h

Text

Logo, Name, Address,
Phone, Website

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 Murfreesboro is printed on high quality, bright white, coated paper. We operate in a Macintosh OSX 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

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Readership

Gender: 40% Male 60% Female
Median Age: 35-50

Target Age: Teenagers to Retirees
Average Household Income: \$75,000
to \$100,000

Education: College Graduate
Dine out average 6-8 times per month
Travel average 2-3 times times per year

Distribution

Racks

Alley on Main	Demos Restaurant	L Grider Salon	Parthenon Grille
Ashwood Cove	Discovery Center	Mills Family Pharmacy	Reeve's Sain
Balisimo Nails & Day Spa	ETC Gymnastics – Murfreesboro	MMC Now	St. Thomas Rutherford Hospital
Barfield Animal Hospital	ETC Gymnastics – Smyrna	MMC Now – New Salem Hwy	Stones River Dental
Belk Department Store	Exit Realty	MTSU Cope Admin Bldg	Stones River Mall (two locations)
Blue Coast Burrito	Five Senses	MTSU Student Union Bldg	Stones River Veterinary Hospital
Bob Parks Realty	Franklin Synergy (three locations)	Murfreesboro Athletic Club	SunTrust Bank
Boulevard Bar and Grill	Gateway Villages	Murfreesboro Medical Clinic (North and South Entrance)	The Boulevard
Bounce U	Genesys Family Medicine	Murfreesboro Wine & Spirits	Toot's (three locations)
Camino Real (three locations)	Georgetown Wine & Spirits	Newks	Total Beverage
Carriage Lane Inn	Gold's Gym (three locations)	Oaklands Historic House Museum	TrustPoint Hospital
Cathay Bistro	Jim N Nick's	Olympus Athletic Club	Urban Image
Chamber of Commerce	Jumpstreet	Oscar's Tacos	Wilson Bank & Trust (two locations)
Chill Wine & Spirits			YMCA Smyrna
Chuy's Restaurant			
Cultivate Coworking			

Drop Locations

3343 Memorial	DoubleTree by Hilton Hotel	Middle Tennessee Oral and Implant Surgery	StoneCrest Medical Center
Adams Place	Dr. Ditchard Orthodontist	MidState Neurosurgery	Stones River Country Club
Aesthetic Center of Murfreesboro	Dr. Tracy Pack Orthodontist	Mimi's Boutique	Stones River Dermatology – Murfreesboro
AmeriCare Services	e. Allen Boutique	Murfreesboro Medical Clinic (22 Departments)	Stones River Dermatology – Smyrna
Andy Womack State Farm Insurance	Eischeid Law Office	Northwestern Mutual – Ben Phillips	T Salon
Artisan Design Gallery	Embassy Suites	Nurture NookPatti Thigpen	Tangerine
Back and Neck Pain Center	European Wax Center	Parkerson Santel	Tarola Plastic Surgery
Bell Jewelers	F&M Bank	Parks Realty Group	Tennessee Center for Oral, Facial and Implant Surgery
Bella's Boutique	Fab'rik	Penny's Closet	Tennessee Oncology
Benchmark Physical Therapy	Family Staffing Solutions	Popcorn and Frozen Treats from MARS Theater	Tennessee Orthopedic Alliance
Biltmore Title	Flowers n More	Quality Furniture	Tennessee Pediatrics
Blake Finney Shelter Insurance	Ford of Murfreesboro	Rachel Johnson Cosmetic Dentistry	The Bug Man
Body & Face	Goco Center for Aesthetics	Rain Tree Salon	The Crazy Kukla
Carolyn's Closet	Hair Cutters	Red Realty	The Outpost Armory
Carpets by Ozburn	Imaging Center of Murfreesboro	Reliant Bank	The Peddler
Center for the Arts	J. Mullins Jewelry and Gifts	Roy Thompson, DDS	The Powder Room
Children's Shoe Company	JD's	Service King	The White Room
City Auto	JeweLL Fashion Obsession	Shacklett's Photography	The Write Impression
City Tile & Floor Covering	John Jones Realty	Signature Health & Wellness	Tiffany Lane Boutique
Corners On The River	Juice Bar	Slick Pig	TOA
Country Gourmet	Let's Make Wine	Smyrna/Rutherford Co Airport	Trendy Pieces
Creekside at Three Rivers	LPL Financial – Scott Flowers	Smyrna Town Centre	U Medi Spa
Daffodilly Design	Macourlyn Plastic Surgery		Webb Aesthetic Plastic Surgery
Dempsey Vantrease & Follis	Main Street Murfreesboro		What's New The Salon
	McCarter, Catron, & East Attorneys at Law		William Fitzgerald, DDS
	McFarlin Financial		



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www.vipmurfreesboro.com