

A teal square logo with white text. The text 'VIP' is in a large, bold, sans-serif font. Below it, 'MURFREESBORO' is in a smaller, all-caps, sans-serif font.

VIP

MURFREESBORO

2018 MEDIA KIT

Published by Dabora, Inc.



Editorial Calendar

February	Bridal
March	Real Estate Lawn & Garden
April	VIP Kids/Academic
May	Destination Downtown
June/July	Financial/VIP Pets
August	Health & Beauty
September	Football & Fashion
October	All About Women Dining Guide
November	All About Home
December/January	Holiday Gift Guide

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.

VIPROFILES

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

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.



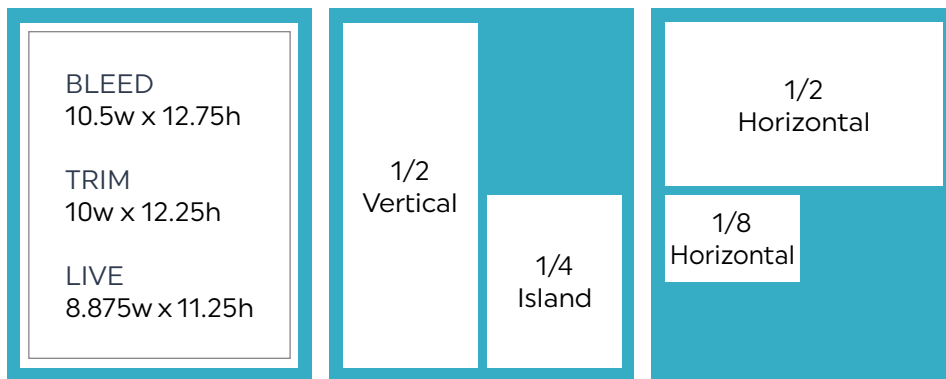
Event Coverage

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



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

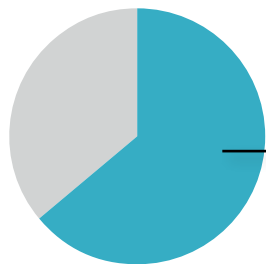
8.875w x 5.5h

1/8 HORIZONTAL

4.3125w x 2.625h

The Power of Print

Print magazines inspire readers to take action. 64% of readers are inspired to take action after seeing a print magazine ad.



**64% OF READERS
INSPIRED TO TAKE ACTION**

ACTION TAKEN INCLUDES:

- have a more favorable opinion about the advertiser
- consider purchasing the advertised product or service
- gather more information about the advertised product or service
- recommend the product or service
- visit the advertiser's website
- purchase the product or service
- clip or save the ad
- visit or plan to visit a dealership

Print magazines are No. 1 in reaching affluent influential consumers in more categories than all other media combined.

MAGAZINES SHOW THE HIGHEST RETURN ON ADVERTISING SPEND BY FAR.

Source: Gfk MRI Starch

Readership

GENDER: 40% Male 60% Female

MEDIAN AGE: 33-55

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 per year

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

CARRIE BETH CATRON,
EDITOR & SALES

carriebeth@vipmurfreesboro.com

ERIC LUSK, SALES EXECUTIVE

eric@vipmurfreesboro.com

MARY ELAM POLK,

SALES REPRESENTATIVE

maryelam@vipmurfreesboro.com

DAVID RENFRO, DIRECTOR OF
BUSINESS DEVELOPMENT

david@vipmag.com

JEFFREY HOWARD, OWNER

jhoward@vipmag.com

CHRISTY WOMACK, OWNER

cwomack@vipmag.com

JENNIFER CONNELLY, OWNER

jconnelly@vipmag.com

Distribution

RACKS

615 Sports Training
AdamsPlace
Alley on Main
Anytime Fitness
Ashwood Cove
Balisimo Nails & Day Spa
Barfield Animal Hospital
Belk Department Store
Blue Coast Burrito
Boulevard Bar and Grill
Bounce U
Camino Real (three locations)
Carriage Lane Inn
Cathay Bistro
Chamber of Commerce
Chuy's Restaurant
Cultivate Coworking
Demos Restaurant
Discovery Center
ETC Gymnastics – Murfreesboro
ETC Gymnastics – Smyrna
Exit Realty

First National Bank
Five Senses
Franklin Synergy (three locations)
Genesys Family Medicine
Georgetown Wine & Spirits
Gold's Gym (three locations)
Honda Automotive
Jim N Nick's
Juice Bar
Jumpstreet
L Grider Salon
Liquor World
Mills Family Pharmacy
MMC Now – New Lascassas Pike
MMC Now – New Salem Hwy
MTSU Cope Admin Bldg
MTSU Student Union Bldg
Murfreesboro Athletic Club
Murfreesboro Medical Clinic
(North and South Entrance)
Murfreesboro Wine & Spirits
Newks (2 locations)

Oaklands Historic House Museum
Olympus Athletic Club
Oscar's Tacos
Parthenon Grille
Puckett's Grocery
Red Realty
Reeve's Sain
Sir Pizza (three locations)
St. Thomas Rutherford Hospital
Stones River Dental
Stones River Mall (two locations)
Stones River Veterinary Hospital
SunTrust Bank
The Boulevard
Toot's (three locations)
Total Beverage
TrustPoint Hospital
Urban Image
Wilson Bank & Trust (two locations)
YMCA Smyrna

DROP LOCATIONS

3343 Memorial
Aesthetic Center of Murfreesboro
AmeriCare Services
Andy Womack State Farm Insurance
Autumnwood Apartments
Back and Neck Pain Center
Bell Jewelers
Bella's Boutique
Benchmark Physical Therapy
Body & Face
Broadmore Nursing Home
Bumpus Harley Davidson
Carpets by Ozburn
Center for the Arts
Children's Shoe Company
City Auto
City Tile & Floor Covering
Coffee Fusion
Country Gourmet
Creekside at Three Rivers
Dance World
Dempsey, Vantrese, & Follis PLLC
DoubleTree by Hilton Hotel
Dr. Ditcharo Orthodontist
Dr. Simpson Pediatric Dentistry
Dr. Tracy Pack Orthodontist
e. Allen Boutique
Embassy Suites
European Wax Center
F&M Bank
Fab'rik
Flowers n More

Gateway Urgent Care
Gateway Villages
GOCC Center for Aesthetics
Hair Cutters
Hampton Inn
Hilton Garden Inn
Holiday Inn
Imaging Center of Murfreesboro
J Mullins Jewelry and Gifts
John Jones Realty
Just Love Coffee
Let's Make Wine
Macourlyn Plastic Surgery
McCarter, Catron, & East Attorneys at Law
Middle Tennessee Oral and Implant Surgery
MidState Neurosurgery
Mimi's Boutique
Murfreesboro Dental (three locations)
Murfreesboro Medical Clinic (22 Departments)
Murfreesboro Surgical Specialists
Murfreesboro Vascular and Interventional
Murfreesboro Volkswagon Hyundai
Northwestern Mutual - Ben Phillips
Nurture Nook
Parks Realty Group
Thigpen Hearing Center
Penny's Closet
Quality Exteriors
Quality Furniture
Rachel Johnson Cosmetic Dentistry
Rain Tree Salon
Residence Inn

Roy Thompson, DDS
Shacklett's Photography
Sloan's Motorcycle
Smile Doctors
Smyrna Town Centre
StoneCrest Medical Center
Stones River Country Club
Stones River Dermatology
T Salon
Tangerine
Tarola Plastic Surgery
Tennessee Center for Oral, Facial and Implant
Surgery
Tennessee Oncology
Tennessee Pediatrics
The Goat
The Peddler
The Shoppe for Simple Pleasures
The White Room
The Write Impression
Tiffany Lane Boutique
TOA
Trendy Pieces
U Medi Spa
Vintage at the Avenue
Vintage Blackaman
Webb Aesthetic Plastic Surgery
What's New Salon
Wild About Smiles
William Fitzgerald, DDS

MANCHESTER DROP LOCATIONS

Captain D's
Chill
Coffee Co Bank

First National Bank
Trader's Bank

TSC
Yamota Steak House

SHELBYVILLE DROP LOCATIONS

Bedford Co Library
Bedford Tack
Bell Buckel Café
Bocelli
BP Deason
Coffee Break

J Jordan
Koffee Beanz
Legends
Merle Norman
Microtel
Nails Service Salon

Pope's Café
Riverbend Country Club
Salon 102
Southern Roots
Tennova Hospital

MCMINNVILLE DROP LOCATIONS

China Wok
Jalisco Grill
LaCazone

MORRISON DROP LOCATIONS

Morrison Exxon