

Southern

INSPIRED



MEDIA PACKAGE

Southern Inspired Magazine
P.O. Box 682428 Franklin, TN 37068 • 2701 Airline Drive PMB 253 Suite K Metairie, LA 70001
615.337.7264 • www.southerninspiredmagazine.com

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PUBLISHER'S NOTE



Peggy Ann Gaines
Publisher

Come join us on our journey to embrace our rich history, invigorate our every day, and inspire positive paths toward the future. In each issue of Southern Inspired Magazine, we will meet the people who inspire us, explore innovative decorating twists on existing treasures, and find peace in who we are and joy in what we have. If you enjoy travel, fine dining, and everyday fun, then this is the magazine for you. We are a bi-monthly magazine that will lift your spirits and inspire ideas for home, family, and success.

A handwritten signature in cursive script that reads "Peggy Ann Gaines".

EDITORIAL CALENDAR

April/May 2012
INSIDE AND OUT

June/July 2012
FIRE UP THE BRAIN - GET THINKING

August/September 2012
VICTORIAN ERA

October/November 2012
BRIDAL AFFAIR

December/January 2013
HOLIDAY AND CELEBRATION

February/March 2013
LAWN, GARDEN AND PETS

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EDITORIAL CONTENT



From Elegant Entertaining to Tailgating
Great Recipes and Tips for Decorating
Decorating Twists on Existing Treasures



The
LOST BOYS
FOUNDATION
of Nashville

BY CLAIRE O. PLOEGMAN
PHOTOGRAPHY BY DANNA HAILLE



Telemedicine:
Expert Care from NOLA
BY CLAIRE O. PLOEGMAN

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AD DUE DATES

ISSUE

DUE DATE

May/June 2012	04/10/12
July/August 2012	06/07/12
September/October 2012	08/07/12
November/December 2012	10/07/12
January/February 2013	12/07/12
March/April 2013	02/07/13



SPECIFICATIONS

Document Format: InDesign
JPG/TIFF: Photoshop (minimum 300 dpi)
EPS/AI: Illustrator
Disk: Mac or PC

Fonts: True Type (TT) and OpenType (OTTO) fonts
Postscript Type 1 only (printer and screen fonts must be included)

Trim Size: 8.5 x 11 inches
Bleed Size: 8.75 x 11.25 inches

All printing is four color process (CMYK)

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AD SPECIFICATIONS

ADVERTISING RATES

	1 x	3 x	6 x
Full Page	\$2050	\$1850	\$1650
2/3 Page (vertical)	\$1850	\$1650	\$1450
1/2 Page (vertical & horizontal)	\$1450	\$1250	\$1050
1/3 Page (square)	\$1250	\$1050	\$ 850
1/3 Page (vertical & horizontal)	\$1250	\$1050	\$ 850
1/4 Page (vertical & horizontal)	\$ 850	\$ 750	\$ 650
First View Full Page	\$2250	\$2150	\$2050
Center Spread (2 pages)	\$3550	\$3450	\$3350
Inside Front & Back Cover	\$2250	\$2150	\$2050
Outside Back Cover	\$2550	\$2450	\$2350

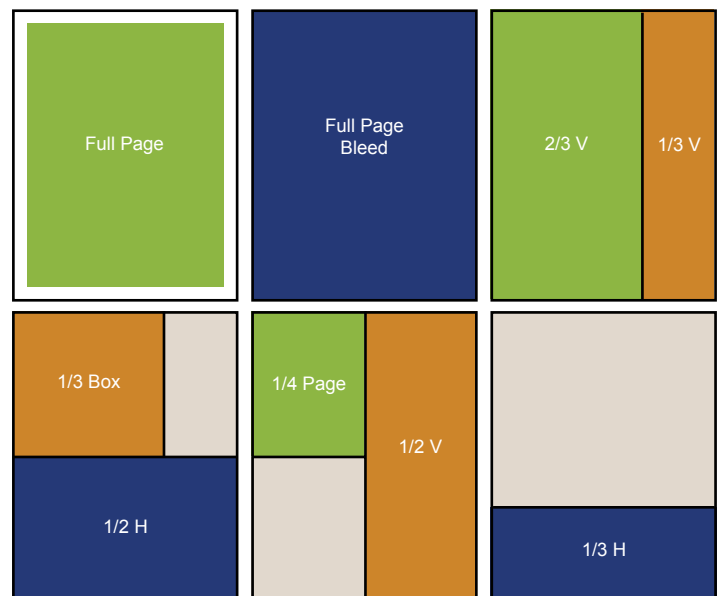
- All ads can change to fit page size, horizontal or vertical
- Rates are per issue and 2X and 4X must be consecutive
- All ads are 4 color process
- Optional Social Media Add-On, \$800: includes 60 second Video, Twitter, Facebook, YouTube, and Website link

AD SIZES

	Width	Height
Full Page (no bleed)	8.00	10.50
Full Page (bleed)	8.75	11.25
2/3 Page (vertical)	5.833	11.25
1/2 Page (vertical)	4.375	11.25
1/2 Page (horizontal)	8.75	05.625
1/3 Page (box)	5.625	05.625
1/3 Page (vertical)	2.916	11.25
1/3 Page (horizontal)	8.75	03.75
1/4 Page	4.375	05.625

Trim Size: 8.5 x 11
Bleed: 8.75 x 11.25

*All ad sizes are for bleed unless otherwise noted



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65%

of Southern Inspired Magazine readers are female

65%

of Southern Inspired Magazine readers are married

42%

of Southern Inspired Magazine readers are between the ages of 45 and 65

25%

of Southern Inspired Magazine readers are between the ages of 30 and 44

70%

of Southern Inspired Magazine readers have a household income over \$100,000

CIRCULATION

Copies of Southern Inspired Magazine are distributed in select waiting rooms across the south including retail spaces, doctors' offices, salons, spas, and auto repair centers.

Southern Inspired Magazine regularly participates in major social and non-profit events and conferences where complimentary copies are distributed to attendees.

READERSHIP

Our magazine averages 30,000 readers per issue.

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CONTRACT FOR ADVERTISING



Southern Inspired Publishing, LLC
Southern Inspired Magazine Division
www.southerninspiredmagazine.com
615.337.7264

Remit To:

Southern Inspired Publishing, LLC
P.O. Box 682428
Franklin, TN 37068
P: 615.337.7264
F: 615.595.8280

Advertiser: _____
Contact Person: _____
Contact #: _____

Hereinafter referred to as "Advertiser" located at:

SOUTHERN INSPIRED PUBLISHING, LLC,
P. O. Box 682428, Franklin, TN 37068. Hereinafter referred to as "Publisher".

Contract Amount \$ _____
Extra Flyers \$ _____
Art/Design Fee \$ _____
Total \$ _____
Deposit Paid \$ _____
Balance Due \$ _____

Advertiser agrees to purchase (circle one):

Back Cover Inside Front Cover Inside Back Cover Full Page Center Spread
2/3 Page 1/2 Page 1/4 Page First View

Display Advertisement in the _____ issue of Southern Inspired Magazine.
Additional Considerations: _____

Advertiser agrees to pay \$ _____ rate per advertisement
Extra Flyers \$ _____
Art/Design Fee \$ _____

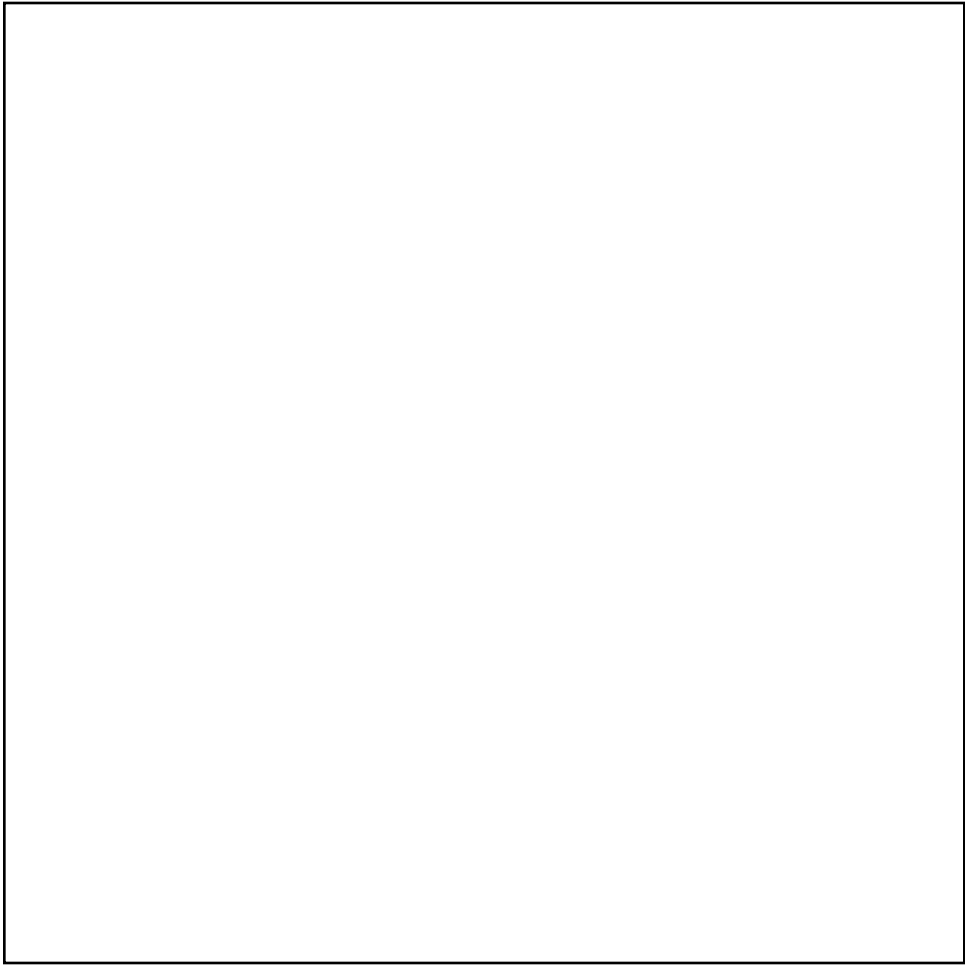
Deposit of \$ _____ due with order. *Please note that the 2x and 4X rate deposit is 50% of total. Each additional ad balance will be billed and paid in full prior to the following month's insertion.
Balance of \$ _____ due upon approval of authorized proof.
Proofs will not be submitted for insertion with outstanding balance.

TERMS AND CONDITIONS

Southern Inspired Publishing, LLC guarantees production of this advertisement in the distribution publication. Advertiser acknowledges upon signing of this contract that he/she has not relied upon any promises, statements or representations oral or written, other than contained herein. Advertiser acknowledges a copy of this contract. This copy is subject to approval of the publisher, Southern Inspired Publishing, LLC. Advertiser is contracted for designated space and time frame only. Advertiser must provide all information (name of business, address, telephone number/fax number/email address, ad information, and logos) to be included upon execution of this contract. All artwork produced by Southern Inspired Publishing, LLC will be retained as property of SIP and may not be duplicated without written permission from SIP. There is a \$50 production charge for duplication of released ads. A proof of this ad will be supplied to the Advertiser for the sole purpose of correctness of information. All outstanding balances due Southern Inspired Publishing, LLC must be remitted with authorized proof. All deposits are non-refundable. Make checks payable to Southern Inspired Publishing, LLC. The above prices, terms, and conditions are hereby accepted. Seller guarantees to provide advertising as specified. Payment will be made as outlined.

Signature of Advertiser: _____ Date: _____

Acct. Rep. Signature, SIP: _____ Date: _____



I will supply my own ad and get it to my rep in the correct file format by the due date of _____.

I want the SIM designer to design my ad. I will supply all art and get the art to SIM by _____. This will be billed at \$50*.

I want the SIM designer to design an ad and buy the correct art for the ad. This will be billed at \$150*. This includes one paid stock image. Any additional will be discussed with designer on a per project basis.

**Please note that having Southern Inspired Magazine designers design your ad you agree to two revisions maximum. Any additional revisions will be billed at \$50 per hour.*

Signature of Ad Buyer

Date

Signature of Ad Rep of Southern Inspired Publishing

Date