

Southern

INSPIRED



MEDIA PACKAGE

Southern Inspired Magazine • P.O. Box 682428 • Franklin, TN 37068
615.337.7264 • www.southerninspiredmagazine.com

Copyright 2008-2010. Southern Inspired Publishing, LLC. All rights reserved.

Southern
INSPIRED



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.

Peggy Ann Gaines

EDITORIAL CONTENT



Southern
INSPIRED

From Elegant Entertaining to Tailgating

Great Recipes and Tips for Decorating

Decorating Twists on Existing Treasures

EDITORIAL CALENDAR

February/March 2010
CLOSE TO THE HEART

August/September 2010
LATE SUMMER ADVENTURES

April/May 2010
VICTORIAN ERA ENTERTAINING

October/November 2010
CHANGING OF THE SEASON

June/July 2010
EVERYTHING HOME

December/January 2010
HOLIDAY SPECIAL

Southern
INSPIRED

P.O. Box 682428 • Franklin, TN 37068 • 615.337.7264 • www.southerninspiredmagazine.com
Copyright 2008-2010. Southern Inspired Publishing, LLC. All rights reserved.



AD DUE DATES

ISSUE

DUE DATE

February/March 2010	1/2/2010
April/May 2010	3/1/2010
June/July 2010	5/1/2010
August/September 2010	7/1/2010
October/November 2010	9/1/2010
December/January 2010	11/1/2010



SPECIFICATIONS

Document Format: InDesign or Quark Xpress
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)

Southern
INSPIRED

P.O. Box 682428 • Franklin, TN 37068 • 615.337.7264 • www.southerninspiredmagazine.com
Copyright 2008-2010. Southern Inspired Publishing, LLC. All rights reserved.

AD SPECIFICATIONS

ADVERTISING RATES

1 x

3 x

6 x

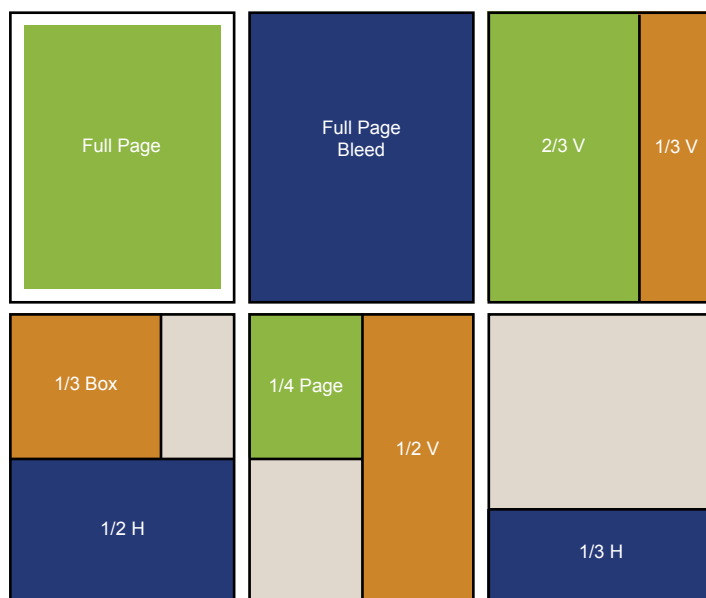
- Full Page
- 2/3 Page (vertical)
- 1/2 Page (vertical & horizontal)
- 1/3 Page (square)
- 1/3 Page (vertical & horizontal)
- 1/4 Page (vertical & horizontal)
- First View Full Page
- Center Spread (2 pages)
- Inside Front & Back Cover
- Outside Back Cover

Please call for our most current advertising rates

- All ads can change to fit page size, horizontal or vertical
- We can print flyers of your ad: 3000 – 8.5” X 11” color copies for \$600.00
- All ads are 4 color process

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



75%

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

50%

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.

With each issue, Southern Inspired Magazine will conduct a sample mailing to targeted areas.

READERSHIP

Our magazine averages 50,000 readers per issue.

Southern
INSPIRED