

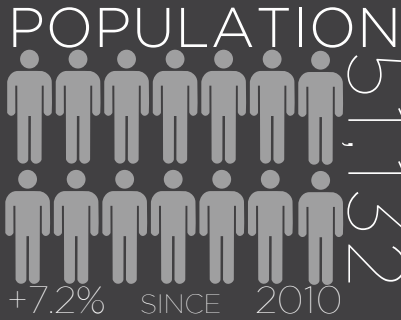
MEDIA KIT 2017

your
CO  *Lierville*™
magazine

it starts with a square

COLLIERVILLE AUDIENCE

GROWING ↑

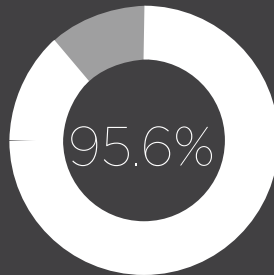


2.87
AVERAGE
HOUSEHOLD SIZE

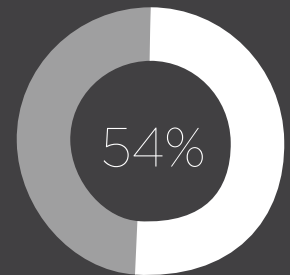
55%
% POPULATION
AGES 25-64

40.3
YEARS
MEDIAN AGE

HIGHLY EDUCATED

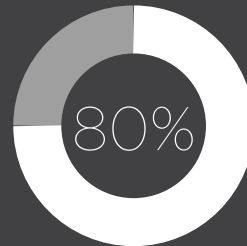


% population 25+ with high school graduate through advanced college degree



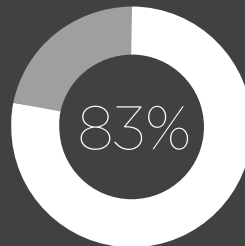
% population 25+ with minimum of 4-year college degree

AFFLUENT



% households \$50,000 to \$200,000+ annual income

\$126,939
AVERAGE
HOUSEHOLD
INCOME



% owner occupied housing units \$200,000 to \$750,000 value

\$340,356
AVERAGE
HOME VALUE

HIGHEST INDEX SPENDING CATEGORIES

Apparel & services, education, entertainment/recreation, food at home, food away from home, health care, home furnishings & equipment, personal care products and services, shelter, travel, vehicle maintenance & repair



AD OPPORTUNITIES

Run a 1/6 ad for only \$199

actual size of 1/6 horizontal ad requires 6 issue commitment

full page bleed

1/6 hor

1/3 square

full page

2/3 vert

1/3 vert

1/2 vert

1/6 vert

AD SIZE	6 ISSUES	3 ISSUES	1 ISSUE
1/6 PG	\$ 265	\$ 340	\$ 400
1/3 PG	\$ 455	\$ 595	\$ 700
1/2 PG	\$ 730	\$ 975	\$ 1045
2/3 PG	\$ 995	\$ 1250	\$ 1400
FULL PG	\$ 1200	\$ 1550	\$ 1800
INSIDE BACK COVER*	\$ 1400	\$ 1775	\$ 1995
BACK COVER*	\$ 1800	\$ 2100	\$ 2340
INSIDE FRONT COVER*	\$ 1600	\$ 1860	\$ 2160
ADVERTORIAL	\$1800	\$2100	\$2340

* trim size is 9"x10.875"; please allow .5" safety margin

DIGITAL ADDITIONS

WEB HOME PAGE	\$ 300
WEB ARTICLE PAGE	\$ 265
EMAIL AD	\$ 175

CUSTOM LANDING PAGE DESIGN \$750

Call to reserve your spot today!
 901-451-WEBZ • ads@tourcollierville.com
 www.tourcollierville.com

MISSION

KEYS TO THE COMMUNITY

TourCollierville is a full-color, premium, bi-monthly magazine that chronicles life in and around the growing town of Collierville, Tennessee. In lockstep with the community, TourCollierville aims for continual growth in fresh editorial and increased distribution. Our publications - in print, web, email, and social media, take Collierville residents on a Tour of their hometown in each issue. Our deep integration with the town, paired with our targeted distribution, provides advertisers, businesses, and residents a unique opportunity to reach a premium, growing audience.

WE ARE COLLIERVILLE

Located in Collierville's historic town square, TourCollierville's owners, publisher, and editor live in the heart of the community and are focused on supporting the local efforts to continue to grow and flourish. In addition to our house staff, TourCollierville hosts meaningful articles from local contributors, providing a voice to the town's educators, doctors, financial advisors, spiritual leaders, trending social media personalities, and even the town's pets!

INSIDE SCOOP

The TourCollierville team is active in the community and it is second nature for us to visually catalog the town's events and social activities. As well as offering a visual catalog, TourCollierville's Calendar provides an up to date schedule of events so that our readers won't miss out on the many ways to get involved with the community. Our readers experience Collierville in every issue.

TOWN DISTRIBUTION

Tour Collierville is a free publication distributed to both a substantial subscriber base and thirty-five active pickup/distribution locations located in Collierville. Our distribution, exclusive to Collierville, canvasses Collierville residents with strategically located racks that are continually stocked through each bi-monthly cycle. In addition, rack locations are increased each issue. Our advertisers can be assured that our magazine is ending up in the hands of people who are more likely to read it regularly and keep it in their homes longer - Collierville residents.