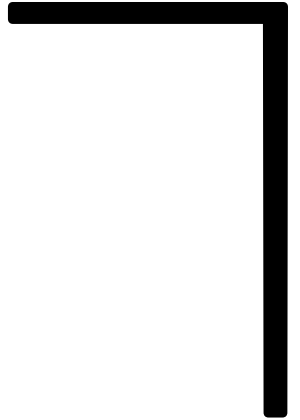


MEDIA KIT 2017



low
CO  LIERVILLETM
magazine



it starts with a square

low
coltierville
magazine

july/august 2017



YOUTHFUL GLOW &
SUMMER FLOW



216.5 MILLION
MAGAZINE READERS
AGED 18+ IN THE U.S.
IN 2015

Source: The Magazine Media Factbook 2016.

M I S S I O N

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

TourCollierville 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.

NOV



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ORTHODONTIC
SPECIALISTS, P.C.**
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CONFIDENCE STARTS
WITH A SMILE!

			Indie Memphis Film Festival Various locations Nov 14-19		Art Pop-Up Shop Book Bible Storytime Level for preschoolers Bible Museum Reach Boys The Gringham	2	Art Pop-Up Shop Book Date Night Collierville Square Friday Night Music Night City Square Leadership Works Conference Highpoint East Memphis	3	Art on the Move Marion Keenan & Sarah Library Michael McDonald The Grinch Stole Christmas Theatre & The Music Museum	4
Veteran's Day Celebration Collierville Town Square	Tiny Tots Story Time Collierville Library Every Monday	Bunco Tournament The Grange Literary Summit 2017 Memphis Marriott East	7	Collierville Chamber Membership Luncheon Robinson County Club	8	Share My Story/Be Free Revolution The Gringham	9	Courage Thru Cancer Highpoint Hall	10	Community Day: American Sculpture Members Room of Art
Live Music: Brandon Taylor's Greatest Hits Roy LaMontagne The Gringham	5	World Mentality Exhibition Bible Museum: 26th Square	13	Grizzlies vs Pacers FedExForum	15	Dining at the Depot Collierville Town Square Bookup Planet Highpoint Hall	9	Junior League's Merry Marketplace Ragunee Club of Memphis Wendell & Diane Toddler Story Time Marion Museum	10	Ladies Night Out w/ 112 & Avant AVANT Show Williams Highpoint Hall
Live Music: (The Dantones) Heavenly Collierville Family Fun Hike Shady Grove Park	12	Caterpillar Club Doodle Long Legs Memphis Botanic Garden	14	Grizzlies vs Mavericks FedExForum	22	Christmas at Graceland Graceland Nov 26 Jan 8	16	Zoo Lights Memphis Zoo Nov 27 Dec 23	17	Enchanted Forest Festival of Trees First National Museum Nov 18 Dec 22
Live Music: (The King's Beez) Heavenly Collierville Anything Good St. George's Independent School Nov 18-20	19	Bible Study on the Square Every Tuesday	21	Grizzlies vs Grizzlies FedExForum	22	Thanksgiving	23	Starry Night Shady Grove Park Nov 24 Dec 10	17	Christmas in Collierville Collierville Town Square
Live Music: (Any Levers Trio) Heavenly Collierville Anthony Hamilton presents The Humiliates w/ The PCBand Highpoint Hall	26	Christmas Tree Lighting Collierville Town Square	28	Phantom of the Opera The Gringham Nov 29 Dec 10	29	Tiny Tots Story Time Collierville Library Every Tuesday	30	Holiday Wonders of the Garden Memphis Botanic Garden Nov 24 Dec 10	24	Christmas in Collierville Collierville Town Square

Sponsored by Southern Orthodontic Specialists, P.C. *Click with each location to learn more about daily deals.

SUNDAYS: Kids Eat Free
8:00-10:00
O'Charley's (Healy)

MONDAYS: Kids Eat Free
3 Gogo Plaza

TUESDAYS: Kids Eat Free
3 Gogo Plaza, McArthur's, Chick Fil A, Perkins, Backyard Burger, Panna Kitchen

WEDNESDAYS: Kids Eat Free
3 Gogo Plaza

THURSDAYS: Kids Eat Free
Mama's, Captain D's

FRIDAYS:

SATURDAYS: Kids Eat Free
McAlister's

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DEC



			Holiday Wonders at the Garden Continues thru Dec 30		Starry Nights Continues thru Dec 28		41st Annual Christmas Parade Byhalia Road		Christmas in Collierville Collierville Town Square	
A Charlie Brown Christmas The Heart of Theatre Nov 23-26	Tiny Tots Story Time Collierville Library	Bible Study on the Square Bible Museum Every Tuesday	3	Janet Jackson FedExForum	6	Bible Story Time Level for preschoolers Bible Museum	1	Date Night Collierville Square	1	St. Jude Marathon Enterprise Memphis Memphis Holiday Parade Bowl Street
Live Music Heavenly Collierville	3	Toddler Story Time Collierville Library	4	Reading Readiness Story Collierville Library	5	Tiny Tots Story Time Collierville Library	7	Ladies Night 148 Bar	7	Christmas Home Tour Marion Museum
Live Music Heavenly Collierville	10	Toddler Story Time Collierville Library	11	Reading Readiness Story Time Collierville Library	12	Movie in the Park: "It's a Wonderful Life" Collierville Town Square	14	Ladies Night 148 Bar	14	Christmas in Collierville Collierville Town Square
Live Music Heavenly Collierville	17	Toddler Story Time Collierville Library	18	Reading Readiness Story Collierville Library	19	Tiny Tots Story Time Collierville Library	21	Ladies Night 148 Bar	21	Christmas in Collierville Collierville Town Square
Live Music Heavenly Collierville	24	Toddler Story Time Collierville Library	25	Reading Readiness Story Time Collierville Library	26	Christmas Break Collierville Schools	20	Ladies Night 148 Bar	20	Christmas in Collierville Collierville Town Square
Live Music Heavenly Collierville	24	Toddler Story Time Collierville Library	25	Reading Readiness Story Time Collierville Library	26	PCA AutoZone Liberty Bowl Breakfast Hilton Memphis	27	Ladies Night 148 Bar	28	A Christmas Carol Theatre Memphis Highpoint Hall Nov 24-25

*Click with each location to learn more about daily deals.

SUNDAYS: Kids Eat Free
8:00-10:00
O'Charley's (Healy)

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3 Gogo Plaza

TUESDAYS: Kids Eat Free
3 Gogo Plaza, McArthur's, Chick Fil A, Perkins, Backyard Burger, Panna Kitchen

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THURSDAYS: Kids Eat Free
Mama's, Captain D's

FRIDAYS:

SATURDAYS: Kids Eat Free
McAlister's

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AMERICANS OF ALL
AGES READ MAGAZINES
- ESPECIALLY YOUNGER
ADULTS: 90% of adults,
93% of those under 35,
95% of those under 25

Source: The Magazine Media Factbook 2016

DIGITAL ADVERTISING



**MAGAZINES
SHOW THE
HIGHEST RETURN
ON ADVERTISING
SPEND BY FAR**

Source: The Magazine Media Factbook 2016.

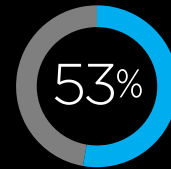
COLLIERVILLE AUDIENCE



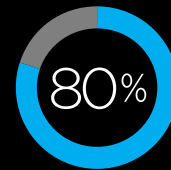
3.23
2016 AVERAGE FAMILY SIZE

40.3
MEDIAN AGE

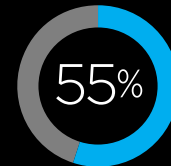
\$126,939
AVERAGE HOUSEHOLD INCOME



HOUSEHOLDS WITH AN ANNUAL INCOME OF \$100,000+



POPULATION 25+ ATTENDED COLLEGE

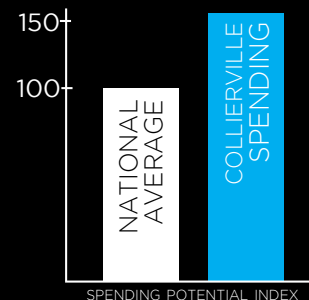


POPULATION AGES 25-64

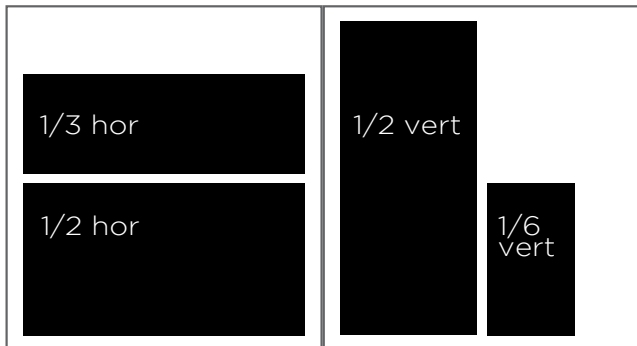
HIGHEST INDEX SPENDING CATEGORIES

\$1,152,272,125
TOTAL SPENT ON THESE 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**

requires 6 issue
commitment

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
CALENDAR	\$ 500	\$ 650	\$ 800

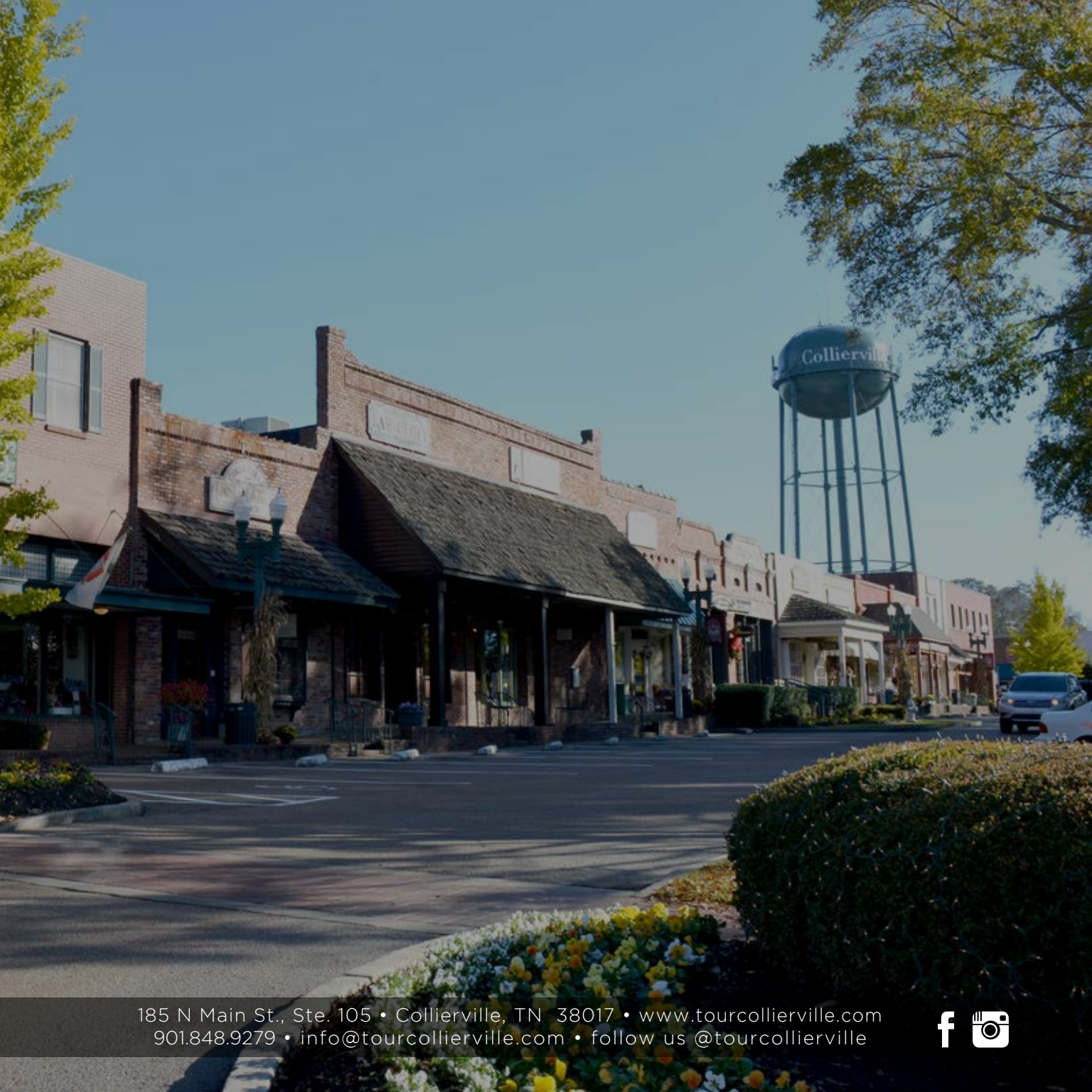
DIGITAL ADDITIONS

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

CUSTOM LANDING PAGE DESIGN \$750

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Source: The Magazine Media Factbook 2016. Produced by MPA-The Association of Magazine Media. MPA, 757 Third Avenue, 11th Floor, New York, NY 10017.



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