

MEDIA KIT 2018

*low*  
CO  LIERVILLE™  
*magazine*

*it starts with a square*

tour  
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

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## 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.

2017  
**NOV**

**SOUTHERN  
ORTHODONTIC  
SPECIALISTS, P.C.**  
Hunter B. Henderson, D.D.S., M.S.  
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Free teeth whitening after braces removal with this ad. Please call us for details at 901.853.9934  
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**Invisalign | Invisalign Teen | Damon Braces | Damon Clear**



*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 On Tap Brewery Leadership Works Conference Highpoint East Memphis	3	Art on the Move Marion Beaman & Sarah Library Michael McDonald The Gringham How the Grinch Stole Christmas Theatre at the Hall Plaza Museum	4	
Veteran's Day Celebration Collierville Town Square	Tiny Tots Story Time Collierville Library Every Monday	Bunco Tournament The Gringham Leadership Summit 2017 Memphis Marriott East	7	Collierville Chamber Membership Luncheon Boggsday Country Club	8	Share My Story/Be Free Revolution Book Dining at the Depot Collierville Town Square Bookup Planet MemphisHotel	9	Courage Thru Cancer Highpoint Hall Junior League's Merry Marketplace Ragtime Club of Memphis Memphis & Home Toddler Story Time Marion Museum	10	Community Day: American Sculpture Members and Friends of Art Jingle Bell Run Collierville Square	11
Live Music (Brandon Taylor's Giant Records) Roy LaMontagne The Gringham	5	World Mentality Exhibition Bible Museum: 8th Floor Caterpillar Club Diddy Long Legs Memphis Botanic Garden	14	Grizzlies vs Pacers FedExForum	15	Christmas at Graceland Graceland Nov 26 Jan 8 Dennis/Carey Open House Dennis/Carey Collierville Ladies Night 148 Bar	16	Zoe Lights Memphis Zoo Nov 27 Dec 23 Not Remix Cotton Center Nov 22 Toddler Story Time Marion Museum	17	Enchanted Forest Festival of Trees Ford House Museum Nov 18 Dec 24 Vespign MemphisHotel	18
Live Music (The Dantones) Healy's Collierville Family Fun Hike Shady Grove Park	12	Teen Book Club Collierville Library	13	Grizzlies vs Mavericks FedExForum	22	Thanksgiving	23	Holiday Wonders of the Garden Memphis Botanic Garden Nov 24 Dec 10 Toddler Story Time Marion Museum	24	Christmas in Collierville Collierville Town Square Macomb Bulliet's Great Russian Nutcracker Cotton Center	25
Live Music (The King's Beez) Healy's Collierville Anything Good St. George's Independent School Nov 18-20	19	Peter Pan Playhouse on the Square Nov 17 Dec 14 Grizzlies vs Trailblazers FedExForum	20	Bible Study on the Square Bible Museum Every Tuesday Story Time Collierville Library Every Tuesday	21	Tiny Tots Story Time Collierville Library Every Tuesday Ladies Night 148 Bar	30				
Live Music (Amy Levers Trio) Healy's Collierville Anthony Hamilton presents The Humiliations w/ The PCBand Highland Hall	26	Grizzlies vs Nets FedExForum	27	Christmas Tree Lighting Collierville Town Square	28	Phantom of the Opera The Gringham Nov 29 Dec 10	29				
<b>SUNDAYS:</b> Kids Eat Free 1000 Midway O'Charley's (Healy)	<b>MONDAYS:</b> Kids Eat Free 3 Gays Plaza	<b>TUESDAYS:</b> Kids Eat Free 3 Gays Plaza, McArthur's, Chick Fil A, Perkins, Backyard Burger, Panna Kitchen	<b>WEDNESDAYS:</b> Kids Eat Free 3 Gays Plaza	<b>THURSDAYS:</b> Kids Eat Free Mama's, Captain D's	<b>FRIDAYS:</b>	<b>SATURDAYS:</b> Kids Eat Free McKellar's					

Sponsored by Southern Orthodontic Specialists, P.C.

\*Check with each location to learn more about daily deals

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2017  
**DEC**



			Holiday Wonders at the Garden Continues Nov 26 ->		Starry Nights Continues Nov 26 ->		41st Annual Christmas Parade Byhalia Road Nov 27		Christmas in Collierville Collierville Town Square St. Jude Marathon Enterprise Memphis Memphis Holiday Parade Bowl Store	2	
A Charlie Brown Christmas The Hermit Theatre Nov 23-26 Live Music Healy's Collierville	3	Tiny Tots Story Time Collierville Library	4	Bible Study on the Square Bible Museum Every Tuesday Toddler Story Time Collierville Library	5	Tiny Tots Story Time Collierville Library Ladies Night 148 Bar	7	Date Night Collierville Square	1	Christmas Home Tour Marion Museum Christmas in Collierville Collierville Town Square Jammies & Jingles Children's Museum of Memphis GO! Holiday Concert Gazebo	9
Live Music Healy's Collierville	10	Teen Book Club Collierville Library	11	Toddler Story Time Collierville Library	12	Collierville Chamber Membership Luncheon Boggsday Country Club	13	Enchanted Festival of Trees Continues Nov 26 ->		Toddler Story Time Marion Museum PI and Jammies Grizzlies vs Raptors FedExForum	8
Live Music Healy's Collierville	17	Tiny Tots Story Time Collierville Library	18	Toddler Story Time Collierville Library	19	Christmas Break Collierville Schools	20	Phantom of the Opera Continues Nov 26 ->		Ballet Memphis Nutcracker The Gringham Nov 24-25 Grizzlies vs Hawks FedExForum	15
Live Music Healy's Collierville	24	Tiny Tots Story Time Collierville Library	25	Toddler Story Time Collierville Library	26	PCA AutoZone Liberty Bowl Breakfast Hilton Memphis	27	Zoe Lights Continues Nov 26 ->		Reading with Mrs. Class Marion Museum Ladies Night Burger Ladies Night 148 Bar	14
Live Music Healy's Collierville	24	Christmas Day	25	Toddler Story Time Collierville Library	26	Reading Readiness Story Time Collierville Library	26	Ladies Night 148 Bar	21	21 Savage - Numb the Pain Tour Vaughn/Key Never Broke Again Highland Hall	22
<b>SUNDAYS:</b> Kids Eat Free 1000 Midway O'Charley's (Healy)	<b>MONDAYS:</b> Kids Eat Free 3 Gays Plaza	<b>TUESDAYS:</b> Kids Eat Free 3 Gays Plaza, McArthur's, Chick Fil A, Perkins, Backyard Burger, Panna Kitchen	<b>WEDNESDAYS:</b> Kids Eat Free 3 Gays Plaza	<b>THURSDAYS:</b> Kids Eat Free Mama's, Captain D's	<b>FRIDAYS:</b>	<b>SATURDAYS:</b> Kids Eat Free McKellar's		Enchanted Festival of Trees Continues Nov 26 ->		Reading with Mrs. Class Marion Museum Ladies Night Burger Ladies Night 148 Bar	28

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Turn to page 34 for a listing of Christmas Services and Celebrations

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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.

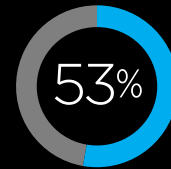
# COLLIERVILLE AUDIENCE



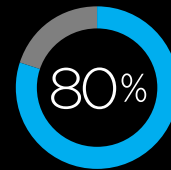
**3.23**  
2016 AVERAGE FAMILY SIZE

**40.3**  
MEDIAN AGE

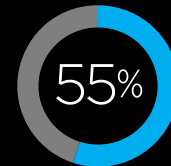
**\$126,939**  
AVERAGE HOUSEHOLD INCOME



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



POPULATION 25+ ATTENDED COLLEGE

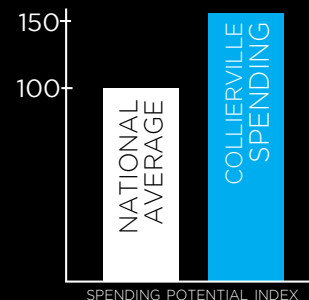


POPULATION AGES 25-64

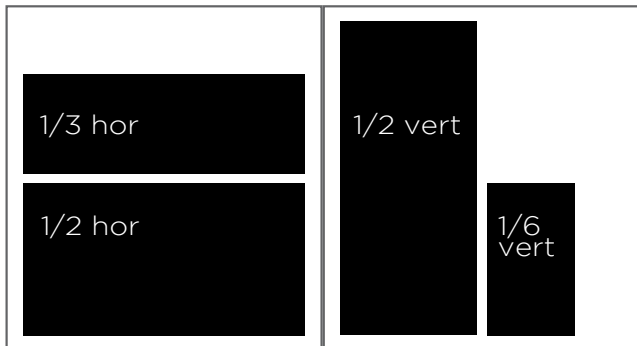
## HIGHEST INDEX SPENDING CATEGORIES

**\$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**

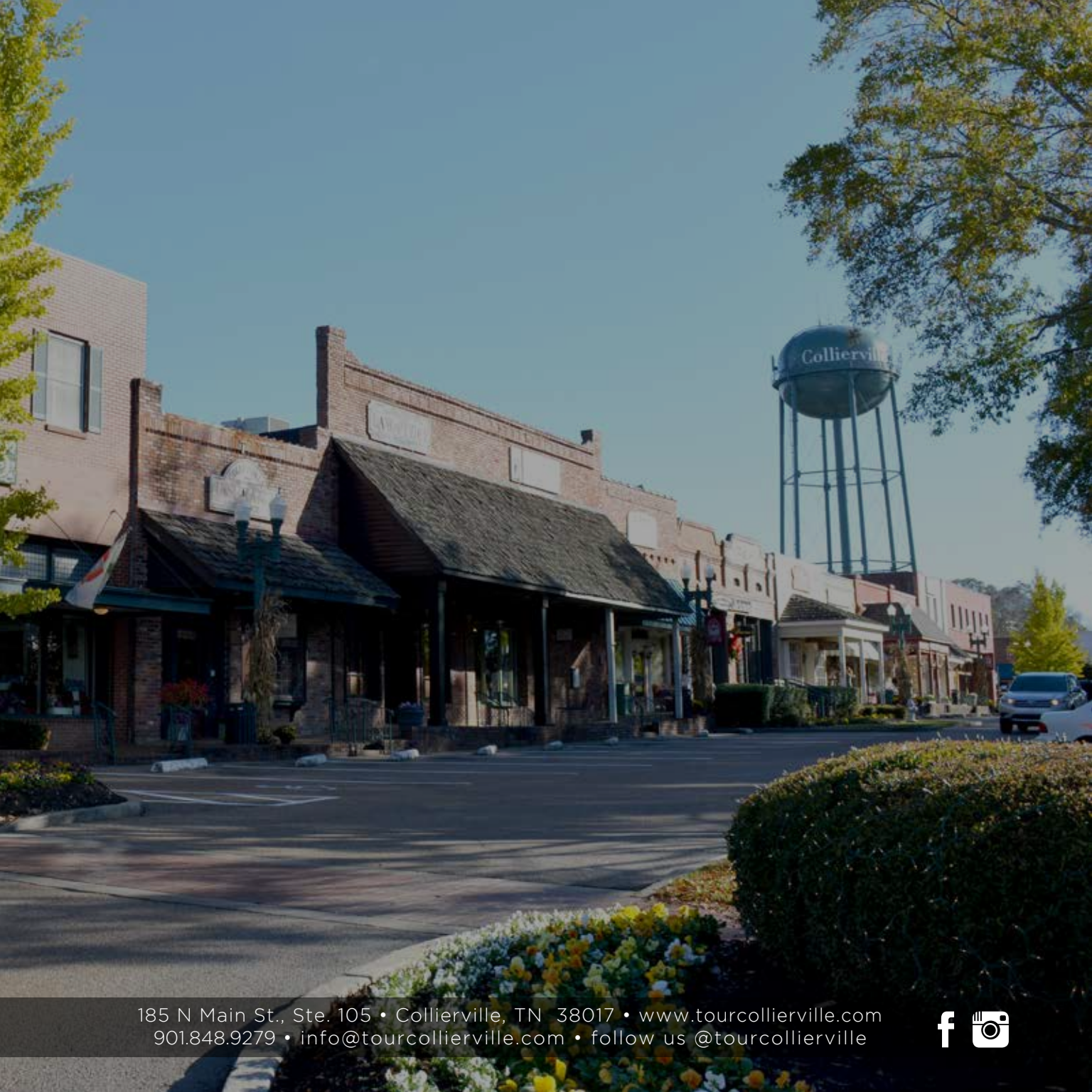
requires 6 issue  
commitment

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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