

nashville parent



2021 MEDIA KIT



Print

Digital

Social

Events

nashville parent

Nashville Parent is the oldest and largest publication in Middle Tennessee focusing solely on parenting and families.

Each month we interact with 150,000+ families through our various channels; print, digital, e-newsletters, dedicated eblasts, and live events.

FOLLOW US



80,000



5,800



1,100



6,200

OUR READERS

Our primary readers are women.

They are between the ages of 25 and 54.

They are raising children in the developing stages of 0 to 14 years of age.

Our secondary readership is expectant and new parents with children up to 23 months old.

Finally, we editorially address the needs of our newly expanding "super dads" demographic and single parents.

By the numbers...

50% women – primary reader

50% men – read monthly issue

37 average age

66% are married

74% dual income families

82K average household income

86% home owners

62K total readership

76% total market circulation

100% audited circulation

Sources: Circulation Verification Council Audited Survey 2018;
The Media Audit, Winter 2015



TOTAL COMBINED MEDIA REACH OF OVER **200,000**

WHERE WILL YOUR AD BE SEEN?

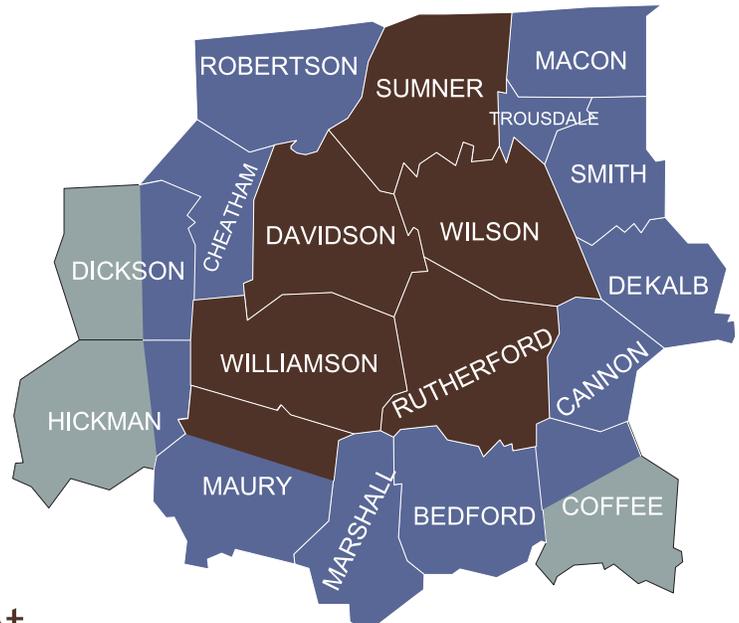
25K monthly copies

62K readers each month

800+ distribution points

Our monthly distribution guarantees delivery in the middle of your target market.

- Doctor Offices
- Hospitals
- Daycare Centers
- Selected Public Schools
- Family Events
- Private Schools
- Retail/Shopping Centers
- Libraries
- Book Stores
- ...and more!



AUDITED CIRCULATION

We are confident that *Nashville Parent* reaches the region's parents. We have the Circulation Verification Council audit our award-winning distribution.

RATES & SPECS

*Nashville, Williamson,
Rutherford and Sumner Parent*

All ads run concurrently in all four publications.

Your sales rep can help you customize your ad buy with a specific region (or regions), bundled packages, and flexible schedules to meet your needs. Rates are available for single region and multiple region combinations.

Nashville, Williamson, Rutherford and Sumner Parent magazines are distributed on the first of every month.

All space reservations are due by the 10th of each month prior to publication.
Materials are due by the 15th.

SIZE	12X	6X	3X	1X
Premium FP	\$3,210	\$3,530	\$3,850	\$4,170
Full Page	\$2,475	\$2,720	\$2,970	\$3,220
1/2 Page	\$1,280	\$1,415	\$1,540	\$1,670
1/3 Page	\$910	\$1,000	\$1,090	\$1,185
1/4 Page	\$645	\$705	\$775	\$840
1/6 Page	\$465	\$510	\$560	\$605
1/8 Page	\$380	\$415	\$455	\$490
1/16 Page	\$245	\$265	\$290	\$315

ADD COLOR

Any one color spot color (C, M or Y), or a simple mix of any two **\$150**

4 color **\$450**

1x rates to be used for event ads only.

All rates are commissionable and per insertion.

Guaranteed positioning is available up to a 20% surcharge.

No charge for design fees.

AD SPECS

FORMATS ACCEPTED

Advertisers are asked to submit their ads as PDF files.

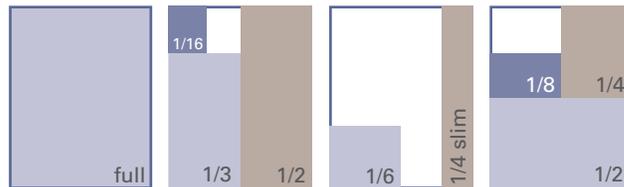
We can accept InDesign files (include all images and fonts used in your ad).

We accept image formats (TIF, EPS or Photoshop PSD).

All materials must be set for CMYK process separation. We are Macintosh based.

We do NOT accept ads in JPEG, PNG or GIF formats.

We cannot accept ads in PUB (Microsoft Publisher) format.



SIZE	WIDTH	HEIGHT
Full Page, Bleed*	8.375"	10.75"
Full Page, Non-Bleed	7.875"	10.25"
1/2 Vertical	3.75"	9.75"
1/2 Horizontal	7.75"	4.75"
1/3 Vertical	3.75"	7.25"
1/4 Vertical	3.75"	4.75"
1/4 Slim	1.75"	9.75"
1/6 Vertical	3.75"	3.125"
1/8 Vertical	1.75"	4.75"
1/8 Horizontal	3.75"	2.25"
1/16 Vertical	1.75"	2.25"

* Full page bleed: Dimension shown is trim. Please add a 0.25" bleed on all sides. Restrict live area to no closer than 0.25" from any edge.



1

THINGS TO DO



4

FEATURES



6

JUST IN



2

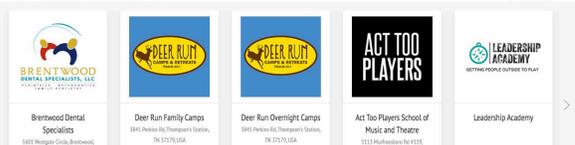
LATEST ISSUES



3

5

DIRECTORY SPOTLIGHT



DIGITAL DELIVERY

Website, Newsletter and eBlast

nashvilleparent.com

Launched in Spring 2019, our new website was designed from the ground up to provide our users with a simplified, easy to navigate and compelling experience. First and foremost, we made finding things to do in Middle Tennessee the priority. And all the parenting resources that our users have come to expect from us are here – presented in a new, clean interface that makes finding things quick and easy.

Leaderboard and banner ads are available at the top **1**, middle **2** and bottom **3** of the site content. Premium sidebar **4**, sidebar **5** and tower ads **6** are available in prime positions next to the content. And button ads appear at the bottom of pages, all across the site.

more than **40,000** users per month

more than **60,000** page views per month

Newsletter

Sent every Thursday, our newsletter features our picks for the best events for the coming weekend as well as news and information that our readers need to know before they head out. We also feature new and exclusive content on our website and other late-breaking news that we think our readers will want to know. Banner and tower ads are available each week, as well as larger sponsored content blocks.

more than **18,000** newsletter subscribers

eBlasts

Send your message out directly to our subscribers with an eblast. This message is all about you and can feature a link (or links) directly to your website or social media posts. Introduce them to a new product or service, invite them to an event, or announce ticket availability. This is a very cost effective way to reach our subscribers.

more than **25,000** emails in our full database

Looking to reach an even more targeted audience? We can help you by securing an email list that targets the exact demographic you're looking for (geographic area, age, income, pregnancy, and more). Your sales rep will help you determine your target and the cost per thousand to utilize that list.

SUPPLEMENTS

BABY GUIDE

Our popular bi-annual Baby Guide is a beautiful, full-color, all-gloss publication. The Baby Guide reaches new and expecting moms throughout Middle Tennessee.



PRIVATE SCHOOL DIRECTORY

A complete guide to independent education and programs in Middle Tennessee. With a Spring and Fall edition, this full-color, all-gloss guide provides parents with the most up-to-date information.



THE FAMILY MANUAL

Middle Tennessee's Family Phone Book! This annual guide includes products, services, shopping, entertainment and a complete child care directory. We distribute a portion of the issues through the Davidson, Williamson and Rutherford County public school districts.



Connect with our readers **Face to Face**

EVENTS

Our events are a fantastic way to meet our readers up close and personal. Talk to them one-on-one and introduce them to your products and services.

These events are for the entire family and are always geared towards fun and learning.

Consider sponsoring an event to increase your reach and visibility!

COVID-19 UPDATE

Event dates may change or events may be canceled due to the COVID-19 pandemic. Events will be held when we can stage them safely.

Your sales rep will provide you with booth registration forms for each individual event.

They will also share sponsorship opportunities and bundled packages with you.



Summer Camp Adventure Fair

February | Cool Springs Galleria

This huge event is held each year. We bring together the best local camps and summer programs, as well as some of the finest camps from the rest of the country. The 5,000 attendees each year have the opportunity to choose from more than 100 different summer experiences.



Spring Kids Fest

March | Rutherford Co.

Rutherford County's free spring festival showcasing local summer camps and programs as well as fun kids activities, inflatables, stage performances and prize giveaways. Over 35 local exhibitors.



The Baby Fair

Spring | Three Regional Fairs

Catering to expectant women and mothers of young children, The Baby Fair provides the opportunity to reach young families at the time they are most receptive to new information about products and services to benefit their children. Parenting seminars are offered by experts and thousands of dollars in giveaways and vendor booths for specialty retailers keep this event at the top of the young Mom's list.



Back to School Fair

August | Williamson Co.

This show offers something special and fun for back to school. We cater to every aspect of a child's life including after-school programs, educational and financial needs, services and products. We offer a back-to-school fashion show, workshops and demonstrations, a live performance stage as well as thousands of dollars in door prizes.



Private School Fair

September | Nashville

Education is the #1 priority for many of our readers. We present the Private School Fair each year to provide them the opportunity of meeting the administrators and principals of over 40 schools and academies as they weigh the important decision of where to educate their children. This event reaches upper-income families with great stakes in their children's futures.



Fall Kids Fest

October | Murfreesboro

Come celebrate fall at Rutherford County's largest outdoor festival with live stage performances, pumpkin decorating, food vendors, game giveaways, and over 40 local exhibitors.