

GREATER NASHVILLE HOUSE & HOME™ GARDEN & GRACE

THE COMPLETE RESOURCE MAGAZINE FOR YOUR HOME



2021
MEDIA KIT
CELEBRATING OUR
21ST YEAR



Nashville HHG
Is Everywhere
and Loved
Everywhere

Where home
design
and
beauty
coincide

Celebrating Our
21st year

Visit us online at
houseandhomenashville.com
for more great ideas

Rocking the Industry

#1 in Advertiser Satisfaction

Nashville House & Home & Garden™ magazine is at the center of the city's interest in interior design, building, and remodeling. And we're delivering 240,000+ viewers who are looking for all that is new and exciting!

Reach New Move In Residents with house value of \$350,000 & up by advertising in each issue. Many are moving to our area from out of state. You want let them know about your products & services. Advertise in our upcoming issue. Deadline is the 1st of the month.

615-302-0008 or email
lori@houseandhomenashville.com

240,000+
VIEWERS

Biggest Audience of all
local home & garden publications

Over 100,000,000+
**MONTHLY SOCIAL
MEDIA FOLLOWERS**

#1 in Nashville's Home & Garden Category
for the past 21 years.

Circulation

Print: 40,000 copies+

Digital: 40,000+ copies are e-mailed to homeowners who have purchased residential real estate valued at \$350,000+ during the past 12 months.

Mailed to home builders, architects, interior designers, contractors and subscribers. House & Home & Garden™ is also available at Whole Food stores, as well as at 500+ retail locations specializing in home-related products and services.

No one has a larger circulation capable of reaching your target market better than Nashville House & Home & Garden™ magazine.

Custom Marketing Solutions

As part of a multi-platform powerhouse brand, Nashville House & Home & Garden™ magazine provides solutions to reach and engage with its unique fan base any place, any time!



EMAIL BLASTS

DIGITAL EDITION

SWEEPSTAKES

PINTEREST

SPONSORSHIPS

ADVERTORIAL

BONUS DISTRIBUTION:

SHOW HOUSES

TWITTER

EVENTS

INSTAGRAM

FACEBOOK

FACEBOOK PIXEL

**BONUS DISTRIBUTION:
HOME & GARDEN
SHOWS**

2021 Editorial Calendar



JANUARY/FEBRUARY

Outdoor Living Issue

Ad Close: 12/1/20

Material Close: 12/1/20

Articles: Outdoor Living Directory, Pools & Hot Tubs, Sunrooms/Screened Porches, Enclosures, Home Offices, Shopping in Columbia.



MARCH/APRIL

Summer Fun/Readers Favorites Awards Issue

Ad Close: 2/1/21

Material Close: 2/1/21

Articles: Decorative Concrete (outdoor), Patio Furniture, Barbeque Grills/Outdoor Fireplaces, Shopping in Mt. Juliet.



MAY/JUNE

Kitchen Issue

Ad Close: 4/1/21

Material Close: 4/1/21

Articles: Cabinets, Countertops (Granite & Quartz), She Sheds, Shopping in Belle Meade.



JULY/AUGUST

Bathrooms Issue

Ad Close: 6/1/21

Material Close: 6/1/21

Articles: Glass Showers, Powder Rooms/Guest Bathrooms, Tile, Shopping in Berry Hill./Design District



SEPTEMBER/OCTOBER

The Details Issue

Ad Close: 8/1/21

Material Close: 8/1/21

Articles: Designer Fabrics, Wallpaper, Playroom/Kids Hangout/Bonus Rooms, Shopping in Columbia.



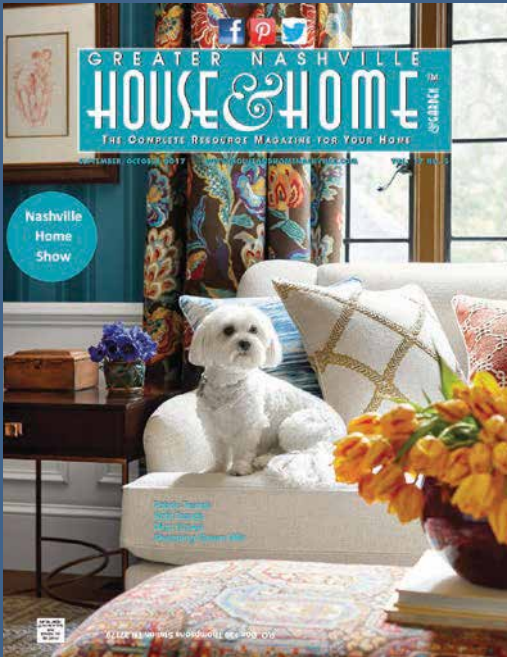
NOVEMBER/DECEMBER

Holiday Decorating Issue Annual Directory

Ad Close: 10/1/21

Material Close: 10/1/21

Articles: Holiday Decorating, Lighting, Doors, Shopping Downtown Franklin.



DISTRIBUTION & CIRCULATION INFORMATION

Nashville Area Counties with distribution:
Davidson & Williamson at Whole Foods.

NASHVILLE AREA COUNTIES WITH MAILED CIRCULATION:

Bedford, Bledsoe, Cannon, Cheatham, Clay, Coffee, Cumberland, Davidson, Dekalb, Dickson, Fentress, Franklin, Giles, Grundy, Hickman, Houston, Humphreys, Jackson, Lawrence, Lewis, Lincoln, Macon, Madison, Marshall, Maury, Montgomery, Moore, Overton, Perry, Pickett, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Van Buren, Warren, Wayne, White, Williamson, and Wilson.

Providing Nashville area homeowners inspiration and sources for products and services as they re-design, remodel, and build their dream homes.

Demographic Profile

DEMOGRAPHICS

MALES	20%
FEMALES	80%
UNDER 30	18%
31-40	38%
41-50	28%
OVER 50	16%
HHI \$100K-200K	40%
HHI \$200K+	60%
MARRIED/ ENGAGED PARTNERED	99%
HOMEOWNERS	100%
HOME VALUES	
\$400,000 - \$499,999	8%
\$500,000 - \$749,999	41%
\$750,000 - \$999,999	31%
\$1M+	20%
PLAN TO PURCHASE A NEW HOME OR BUILD ONE WITHIN 12 MONTHS	10%
HOW LONG IN CURRENT HOUSE	
JUST MOVED IN	25%
1 - 5 YEARS	20%
6-10 YEARS	19%
11-15 YEARS	16%
15+ YEARS	20%
READER INVOLVEMENT	
READ FOUR OR MORE OF PAST 6 ISSUES	98%
KEEP BACK ISSUES FOR FUTURE REFERENCE	98%
FIND SOURCES FOR DECORATING/REMODELING/BUILDING BY LOOKING AT ADVERTISING IN HOUSE & HOME & GARDEN™	100%
VISIT OUR WEBSITE	98%

SOURCE: SPRING 2020 SURVEY

615-302-0008 • www.houseandhomenashville.com

2021 Rate Card



COST PER ISSUE/INSERTION*

	1X	3X	6X
2 PAGE SPREAD	\$3,500	\$3,200	\$3,000
FULL PAGE	\$2,500	\$2,250	\$2,100
1/2 PAGE	\$1,200	\$1,100	\$1,000
1/4 PAGE	\$700	\$650	\$600

COVER POSITIONS & SPECIAL POSITIONS

BACK COVER\$2600---Sold for the year

INSIDE COVERS.....\$2,300---Sold for the year

CENTER SPREAD.....\$3,500

CALL FOR MULTIPLE INSERTION RATES

*AD RATES CAN BE APPLIED TO A COMBINATION OF PRINT AND DIGITAL ADS AND OTHER MARKETING SERVICES.

All rates are gross. No cash discount. Subject to change. See House & Home & Garden™ magazine 2021 Terms and Conditions.

Deadlines: Advertising space deadline is the 1st of the month prior to publication.

Camera ready materials due the 1st of the month prior to publication. No cancellations can be accepted after space reservation deadline.

Advertisers receiving extensions agree to repeat last insertion of same size and color if extension deadline is not met.

Ad production will be billed at the rate of \$100/hour if advertisement is not camera ready.

Client agrees to pay all collection costs & attorney fees. Publisher's liability for an error appearing in an advertisement created by the **publisher is limited to the cost of the advertisement.**

CIRCULATION

40,000+ Print
+ Bonus Distribution*
40,000+ Digital

*See list of trade shows that receive bonus distribution on the editorial calendar page

ADVERTISING SALES

615-302-0008
sales@houseandhomenashville.com

OTHER QUESTIONS?

Lori Fisk-Conners 615-302-0008
lori@houseandhomenashville.com
615-302-0008
www.houseandhomenashville.com

615-302-0008 • www.houseandhomenashville.com

ABOUT US

Entering its 21st year of publication, Nashville House & Home & Garden™ is Nashville's only magazine dedicated completely to home decorating & remodeling. Published by Publishing & Marketing Solutions, Inc., the magazine was founded by Lori Fisk-Conners, who remains its owner today.

OUR STORY

This is the most powerful & cost effective magazine in the Nashville area. Readers can find the magazine in home decor stores, furniture stores, lighting galleries, appliance showrooms, plumbing showrooms, & everywhere they go to purchase items for their home. Every week we hear someone say "I see your magazine everywhere I go." And it's true!

WHERE OUR HEARTS ARE

We don't talk a lot about our work in the community, but we are actively involved with and sponsor a number of organizations including the St. Jude's Dream Home in Nashville, Big Brothers & Big Sisters, The Asthma Foundation, Habitat for Humanity, Boys & Girls Clubs, Delivering Good, and Graceworks.



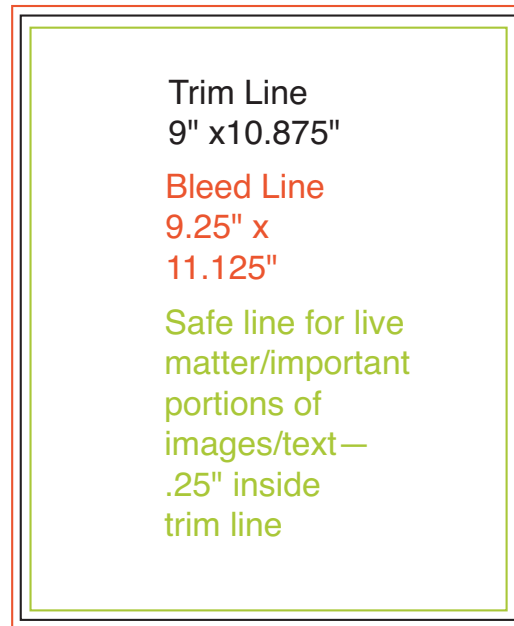
page trim size
9" x 10.875"

gutter safety for
all measurements
0.25" on each side
(from bleed where applicable)
(0.5" in total)

binding method
saddle stitched

Production Requirements

AD SIZE	BLEED	TRIM
SPREAD	18.25" x 11.125"	18" x 10.875"
FULL PAGE	9.25" x 11.125"	9" x 10.875"



FULL PAGE
BLEED SPECS

FULL PAGE NO BLEED	7.75" x 9.875"
1/2 PAGE VERTICAL	3.75" x 9.875"
1/2 PAGE HORIZONTAL	7.75" x 4.875"
1/4 PAGE HORIZONTAL	7.75" x 2.875"
1/4 PAGE ISLAND	3.75" x 3.2"

TO RESERVE YOUR AD SPACE

Call your sales representative for details—615-302-0008 or e-mail sales@houseandhomenashville.com.

OTHER SPECS

All ads need to be 300 DPI or greater. PDFs or JPGs preferred. No native AI files accepted - please save as PDFs with all fonts converted to outlines.

Contact Nashville House & Home & Garden™ ad production at production@houseandhomenashville.com or 615-302-0008.

615-302-0008 • www.houseandhomenashville.com

Social Media

Call for information about ways we can leverage your message via social media and combine it with print!
615-302-0008



Facebook
\$250/post*

facebook.com/NashvilleHouseandhome



Pinterest
\$500/post*

pinterest.com/Nashvillehgh



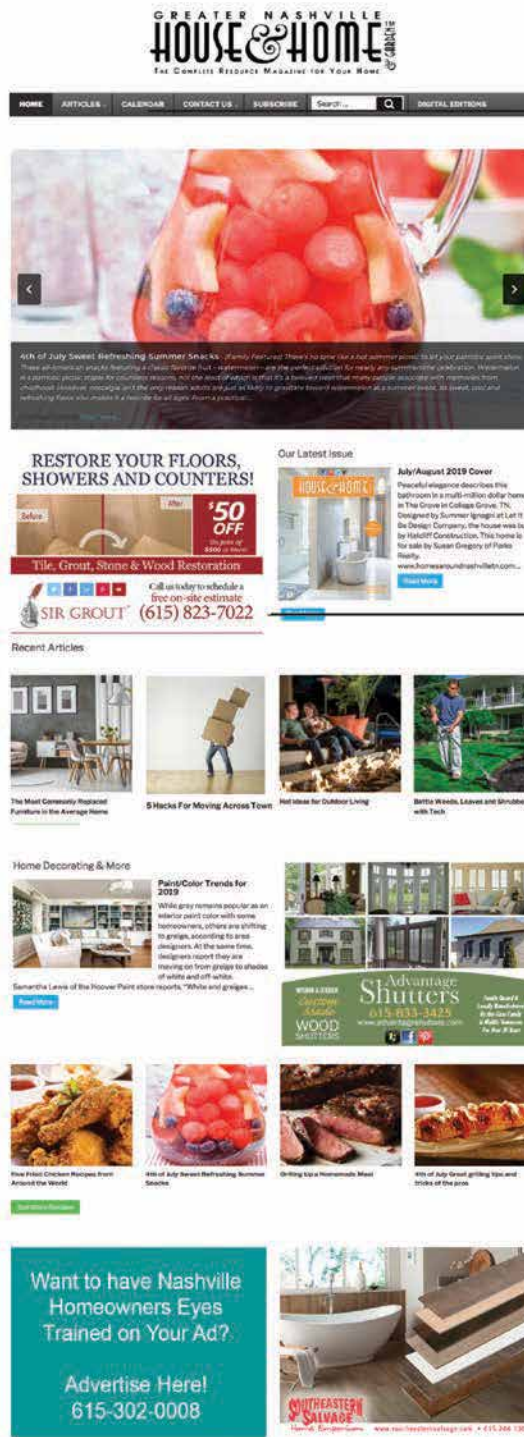
Twitter
\$250/tweet*

twitter.com/nashvillehghmag

*Prices based on number of followers

Providing Nashville area homeowners inspiration and sources for products and services as they redesign, remodel, and build their dream homes.

Digital Opportunities



Enhanced Calendar Listing
\$250/month
Major Event Listing
\$500/month

800w x 500h pixels
Sponsored Content
\$500/month

550w x 420h pixels
Top Banner
\$500/month

550w x 420h pixels
Mid Banner
\$400/month

Link from Reader's Favorites listing
\$150/year

550w x 420h pixels
Lower Banner
\$300/month

Please send all banner and other digital image files for digital use as 72 DPI jpgs. Dimensions for banner ads are shown here in pixels. Please send digital files to production@houseandhomenashville.com

615-302-0008 • www.houseandhomenashville.com