

# GREATER NASHVILLE HOUSE & HOME™ GARDEN &

THE COMPLETE RESOURCE MAGAZINE FOR YOUR HOME



**2022**  
MEDIA KIT

CELEBRATING OUR  
22ND YEAR



**Nashville HHG  
Is Everywhere  
and Loved  
Everywhere**

**Where  
Home Design  
and  
Beauty  
coincide**

**Celebrating Our  
22nd year**

*Visit us online at  
[houseandhomenashville.com](http://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 \$500,000 & 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.

Call 615-302-0008 or email  
[lori@houseandhomenashville.com](mailto: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 \$500,000+ 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.  
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**



# 2022 Editorial Calendar



## JANUARY/FEBRUARY OUTDOOR LIVING DEADLINE: DEC 1

Pools/Hot Tubs/Spas  
 Landscaping  
 Mud Rooms  
 Top Ten: Way to Choosing a Real Estate Agent  
 Shopping: Hendersonville



## MARCH/APRIL SUMMER FUN DEADLINE: FEB 1

Safe Rooms  
 Universal Design/Aging in Place  
 Water Features (Ponds/Fountains, etc)  
 Hardscape (incl lighting)  
 Top Ten: Choosing a Home Builder  
 Shopping: Cool Springs



## MAY/JUNE KITCHENS DEADLINE: APR 1

Countertops  
 Decks  
 Home Automation  
 Top Ten: Choosing a Landscaper  
 Shopping: Downtown Nashville



## JULY/AUGUST BATHROOMS DEADLINE: JUN 1

Flooring  
 Appliances  
 Top Ten: Choosing a Plumber  
 Shopping: Columbia



## SEPTEMBER/OCTOBER EXTERNAL DESIGN DEADLINE: AUG 1

Windows & Blinds/Shutters  
 Garages  
 Outside Storage  
 Top Ten: Choosing an Electrician  
 Shopping: Mt Juliet



## NOVEMBER/DECEMBER CELEBRATING THE HOLIDAY SEASON DEADLINE: OCT 1

Adding Color to your Home  
 Tile  
 Indoor Lighting  
 Holiday Decorating  
 Top Ten: Choosing an Interior Designer  
 Shopping: Columbia



## DISTRIBUTION & CIRCULATION INFORMATION

Nashville area 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 2021 SURVEY

# 2022 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

INSIDE COVERS.....\$2,300

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 2022 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 \$150/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

615-305-6453  
sales@houseandhomenashville.com

## OTHER QUESTIONS?

Lori Fisk-Conners 615-305-6453  
lori@houseandhomenashville.com  
615-305-6453  
www.houseandhomenashville.com

615-305-6453 • www.houseandhomenashville.com



## ABOUT US

Entering its 22nd 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"

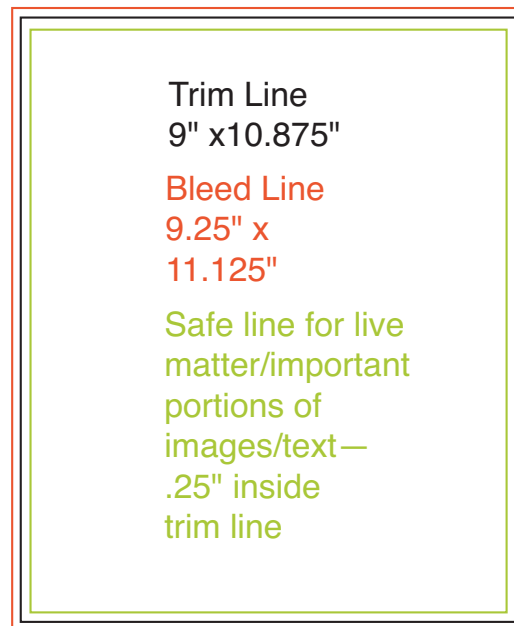
### GUTTER SAFETY FOR ALL MEASUREMENTS

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—615-305-6453 or e-mail [sales@houseandhomenashville.com](mailto: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](mailto:production@houseandhomenashville.com) or 615-305-6453.

615-305-6453 • [www.houseandhomenashville.com](http://www.houseandhomenashville.com)

# Social Media

Call for information about ways we can leverage your message via social media and combine it with print!  
615-305-6453



**FACEBOOK**  
\$250/post\*

facebook.com/NashvilleHouseandhome



**PINTEREST**  
\$500/post\*

pinterest.com/Nashvillehhg



**TWITTER**  
\$250/tweet\*

twitter.com/nashvillehhgmag



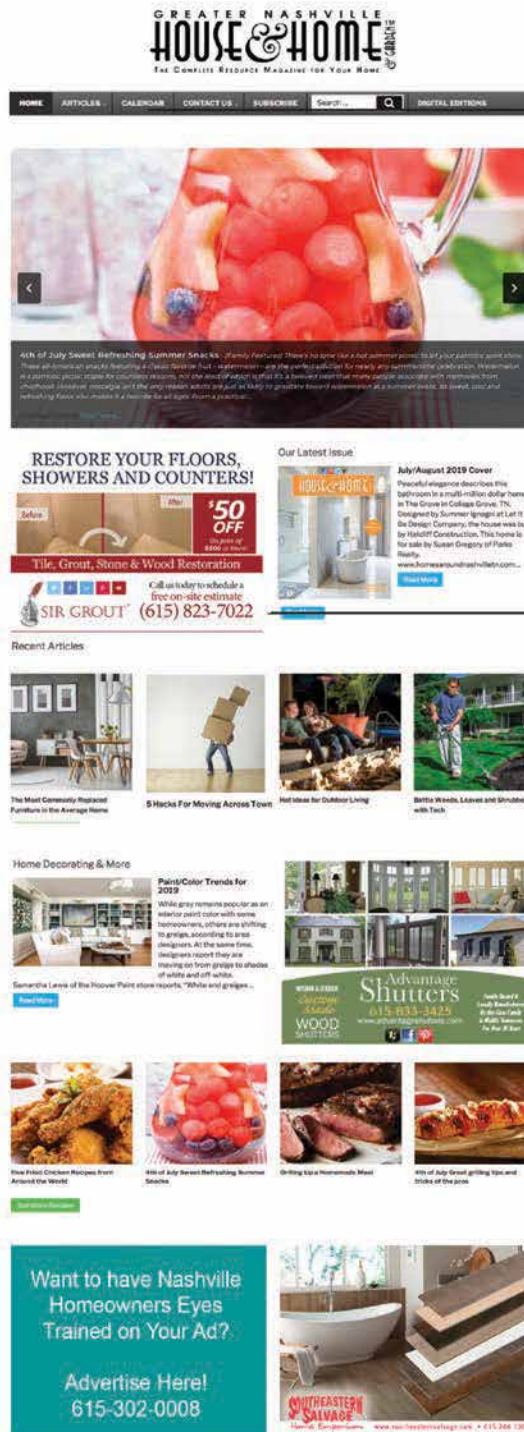
**INSTAGRAM**  
\$500/post\*

instagram.com/nashvillehhgmag

\*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

615-305-6453 • www.houseandhomenashville.com



**CONSUMERS  
ARE ALREADY  
SEARCHING FOR YOU.**

**WE MAKE YOU  
EASY TO FIND.**

hope - /hōp/ noun; an optimistic state of mind that is based on an expectation of positive outcomes

## GEOFENCING

Location-based targeting tactics like geofencing, Geo framing, and geolocation targeting enable you to reach your target audience based on where they are. By leveraging these tactics, you can increase brand visibility, compete with larger brands, and capture the attention of your target audience at the right place and at the right time.

**Service Fee \$1000**



## SITE CONQUESTING

Target users searching your competitors' keywords and branded terms with site conquering. Offered as a Custom Audience Solution within our Supported Solutions, We leverage our specialized data partner, Distillery, to create a custom data audience that includes a modeled audience of people that have searched or visited your competitors' websites.

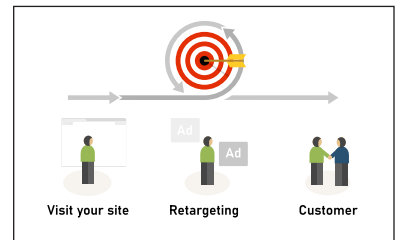


Bottom line, when someone visits your competitor's website - we collect their device address and send them an introduction to your services.

**Service Fee \$1000 (no upcharge on impression budget)**

## SEARCH RETARGETING

Expand your search strategy to include display advertising with search retargeting. Leveraging specialized data partners like Cross Pixel and Datonics, this audience-based targeting approach enables the ability to reach users based on their search queries.



**Service Fee \$1000**

## FB PIXEL CAMPAIGN

Place a FB AD MANAGER code that you embed on your website that allows you to measure the effectiveness of your advertising by understanding the actions people take on your website. Then create ads that retarget those website visitors where ads will visit their newsfeeds.



**Service Fee \$1000**

*prices based on minimum 3 month contract including a print contract*