

MEMPHIS DOWNTOWNER



Media Kit

DID YOU KNOW?

- » **Memphis Downtowner** skews to upscale, creative people in a contemporary market with a pulse on the community
- » Our high-quality, in-depth editorial attracts more than 100,000 readers
- » Eighty-six percent of our readers are between the ages of 25 and 64
- » Targeted distribution reaches businesses, residents, newcomers, and tourists
- » **Memphis Downtowner** is available in more than 250 locations citywide



408 S. Front Street, Suite 109 • Memphis, TN 38103

Phone: 901-525-7118

www.MemphisDowntowner.com



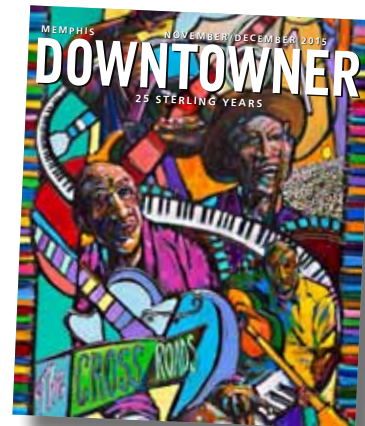
DOWNTOWN
PRODUCTIONS
FOUNDED IN 1991

ABOUT US

Since its founding in 1991, **Memphis Downtowner** magazine has been the “welcoming” publication for Memphis. Its community-oriented focus and positive outlook make it a favorite among residents and tourists alike.

Memphis Downtowner has proven to be a popular and helpful publication. This bimonthly magazine features in-depth coverage of current events, personal profiles, history exposés, and more. Readers retain and review each issue, especially for its events calendar and restaurant guide.

Readers can visit the magazine online at **MemphisDowntowner.com** and go directly to our advertisers’ websites with the click of the mouse!



EDITORIAL CALENDAR

January / February

NEW BEGINNINGS • ESSENTIALLY MEMPHIS
Year in Review, History

March / April

NEXT STOP: MEMPHIS
Attractions, Tourism (mails nationally)

May / June

LIVE & PLAY IN MEMPHIS
Downtown Living

July / August

THE MEMPHIS SOUND
Memphis Music, Entertainment

September / October

IN THE SPOTLIGHT
Fine Arts, Annual Performing Arts Schedule

November / December

IN THE SPIRIT
Holidays, Charitable Giving

Regular bimonthly features include perspectives and business profiles, arts & entertainment, dining, local projects, events calendar, and Dining Guide.



NEW WEBSITE ENHANCEMENTS ADD EXPOSURE FOR ADVERTISERS

Advertisers receive a FREE URL on the *Memphis Downtowner* online magazine, taking online readers directly to your website.

RATES AND SIZES

| SPACE | 1X | 3X | 6X | SIZE |
|----------------|--------|--------|--------|---|
| 1/12 PAGE 4-C | \$595 | \$495 | \$395 | 2 1/2" x 2 1/4" |
| 1/6 PAGE 4-C | \$995 | \$895 | \$795 | 2 1/2" x 4 3/4" V 5 1/4" x 2 1/4" H |
| 1/3 PAGE 4-C | \$1595 | \$1495 | \$1295 | 2 1/2" x 9 3/4" V 5 1/4" x 4 3/4" Sq |
| 1/2 PAGE 4-C | \$2095 | \$1995 | \$1895 | 8" x 4 3/4" |
| 2/3 PAGE 4-C | \$2695 | \$2495 | \$2395 | 5 1/4" x 9 3/4" |
| FULL PAGE 4-C | \$3395 | \$3095 | \$2895 | 8" x 9 3/4" |
| BACK COVER 4-C | \$4795 | \$4295 | \$3995 | 9" x 10 3/4" (Trim Size) |

COLOR: ALL AD PRICES INCLUDE 4-COLOR PROCESS

BLEED: ADDITIONAL 10% CHARGE. BLEED SIZE IS 9 1/4" X 11". TRIMS TO 9" X 10 3/4".

GUARANTEED POSITION: ADDITIONAL 10% CHARGE.

RESTAURANT GUIDE: \$895 ANNUALLY. FREE WITH 6-TIME DISPLAY CONTRACT.

CLASSIFIED ADS: \$95 PER HALF INCH BY ONE COLUMN WIDTH (2 1/2")

AD DIMENSIONS



Full Page Bleed

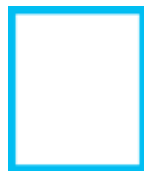
9.25" X 11"
TRIM SIZE
9" X 10.75"



1/2 Page
8" X 4.75"



1/6 Page Vertical
2.5" X 4.75"



Full Page
8" X 9.75"



1/3 Page Square
5.25" X 4.75"



1/6 Page Horizontal
5.25" X 2.25"



2/3 Page
5.25" X 9.75"



1/3 Page Vertical
2.5" X 9.75"



1/12 Page
2.5" X 2.25"

DEMOGRAPHICS

| | | | |
|---|-----------|---|---------|
| Female | 56% | 25-44 years old | 51% |
| Male | 44% | 45-64 years old | 35% |
| Married | 53% | 65+ years old | 12% |
| Median Household Income | \$95,000+ | Homeowners | 67% |
| Read <i>Memphis Downtown</i> er Bimonthly | 73% | College Graduate Or Graduate School | 65% |
| Readers Per Single Issue | 4.3 | Total Average Readers Per Issue | 107,500 |

CITYWIDE CIRCULATION: 25,000

DISTRIBUTION

- » Business & College Recruitment Packets
- » Economic Development Agencies
- » Hospitals & Medical Centers
- » Realtor & Corporate Relocation Packets
- » Newcomer Packages
- » Apartment Move-In Packets
- » Public Libraries
- » Area Restaurants
- » Hotels
- » Retail & Business Centers
- » City Attractions
- » Conventions
- » Visitor Info Centers
- » Paid Subscribers

**AVAILABLE IN MORE THAN 250
LOCATIONS CITYWIDE**

TESTIMONIALS AND RECOMMENDATIONS

DORCHELLE SPENCE *Vice President*

[Riverfront Development Corporation](#)

"*Memphis Downtowner* has been a wonderful partner in sharing our message to visitors and residents alike. A trusted source of interesting information and compelling stories, *Memphis Downtowner Magazine* is an authority on events, places and people of interest in Memphis and the tri-state area. Our annual advertising campaign would not be complete without them. The *Downtowner* has made its publication vital to the Memphis community."

KEVIN KANE *President*

[Memphis Convention and Visitors Bureau](#)

"*Memphis Downtowner* serves as an informative guide to residents and tourists, dealing equally well with the city's entertainment offerings and local news events. Visitors and locals alike look to the *Downtowner* to help them plan their leisure activities."

JOEY HAGAN *Principal/Architect*

[Architecture, Incorporated](#)

"I wanted to let you know how pleased we've been with our relationship with *Memphis Downtowner* over these past years. We understand that your demographics are our target audience.

It is probably not a stretch to say that the most feedback we get from any of our advertising dollars is from your readers."

HANK AND BARBARA COWLES *Owners*

[The Corkscrew](#)

"We have people come in from Midtown, East Memphis, north, and south, who bring in a copy of the *Downtowner* and say they came to our store because they saw our ad."

DELLA ADAMS *Property Manager*

[Court Square Center LLC](#)

"Today, our apartments are at 99 percent occupancy with the help of our *Downtowner* advertising team. When we advertise in the *Downtowner*, our quality of traffic increases in double-digit percentages."

RONDA CLOUD *Marketing/Public Relations Manager*

[Memphis Pink Palace Family of Museums](#)

"Memphis Pink Palace Museum's advertising with the *Downtowner* is a good fit. The Pink Palace audience and purpose mirrors that of the *Downtowner's*, where both institutions strive to inform, delight, inspire, and promote the positive aspects of Memphis. The *Downtowner* helps us stay in the pink!"

DR. JAMES VENABLE *Vice President of Clinical Programs*

[The Eye Center, Southern College of Optometry](#)

"For too long, The Eye Center at Southern College of Optometry has been a well-kept secret here in Memphis. Advertising in the *Downtowner* magazine has helped us tell that secret with very positive results. Our presence in the *Downtowner* is leading area residents to experience exceptional care in their own backyard."

CALL 901-525-7118 TO RESERVE YOUR AD SPACE TODAY!