

AT HOME

MEMPHIS & MID SOUTH

2024 MEDIA KIT



AT HOME MEMPHIS & MID SOUTH MAGAZINE

P.O. Box 381321 Germantown, TN 38183 || 901.684.4155 || AtHomeMMS.com || [@athomemagazine](https://www.instagram.com/athomemagazine)



Readership & Distribution

At Home Memphis & Mid South delivers content that reflects the way our readers live. From home design and gardening to cuisine and entertaining, our audience knows that *At Home Memphis & Mid South* magazine is relevant no matter what part of the Mid South they call home.

GENDER 82 % Female / 18% Male

EDUCATION 95.7% Attended College

CHILDREN 53.4% in Household

AGE Median 45

EMPLOYMENT 76.6 Professional/ Managerial

HOME OWNERSHIP 96.7% Own/ Avg. Value \$650,000

HOUSEHOLD INCOME Average \$185,000

AVERAGE MONTHLY PRINT

25,000

READERS PER COPY

3.8

At Home Memphis & Mid South distributes within a 100 mile radius of Memphis, Tennessee.

PAID SUBSCRIPTIONS, DIGITAL EDITION, SOCIAL MEDIA, NEWSSTAND SALES, HOTEL ROOMS, HOME AND SHOPPING SHOWS, CHARITABLE EVENTS, MEDICAL OFFICES, HOSPITALS



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In Every Issue

Home Feature, Design, Entertaining,
Wedding, In the Kitchen, Healthy You
& On a Good Note

Special Sections

In the Garden, Getaway, Community
Spotlights, Travel & Dining Out

Editorial Special Focus Months

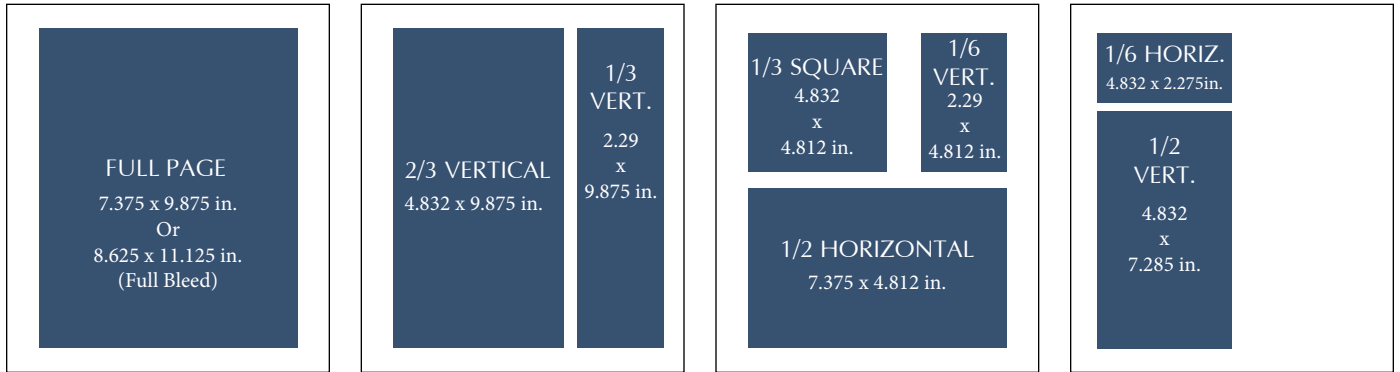
March: Lakeland Life Special Issue
April: Vesta Home Show Special Issue
May: Mother's Day Gift Guide
June: Father's Day Gift Guide
October: Health Special Issue
December: Holiday Gift Guide

Ask your Account Executive about additional
Special Focus Months for 2024.

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2024 RATES



4- Color	1x	6x	12x
Full Page	\$2,795	\$2,595	\$2,395
2/3 Page	\$2,295	\$2,095	\$1,895
1/2 Page	\$1,795	\$1,595	\$1,395
1/3 Page	\$1,295	\$1,195	\$1,095
1/6 Page	\$795	\$695	\$595

Web		
Banner Ad	\$795	970 x 250 pixels
Square Ad	\$495	300 x 300 pixels
Vertical Ad	\$595	300 x 600 pixels

Covers	
2nd (Inside Front)	\$3,195
3rd (Inside Back)	\$2,995
4th (Outside Back)	\$3,395

For more information on Advertising Opportunities, please contact your Account Executive.

Space Deadlines: 10th of the month prior to run
Material Deadlines: 15th of the month prior to run
Advertising Specifications

PRINT: All files and images must be in **CMYK** color space, have a resolution of at least **300 dpi**, & have all fonts embedded in a **JPEG or PDF** Format. All art materials should be sent to **ads@athomemms.com**.

WEB: All files and images must be in **RGB** color space, with a resolution of **150 dpi**, & be in a **JPEG or PDF** format. Please submit all files and hyperlink information to **ads@athomemms.com**.

-Magazine Trim Size: 8.375" x 10.875"

-Full Page Bleed: 8.625" x 11.125". Do not use any crop or registration marks.

-Live Area: 7.375" x 9.875".

-At Home Memphis & Mid South is not responsible for any important information outside of the live area that could be cut off.

-For ad assistance, please contact the Creative Services Department at ads@athomemms.com.

-All camera- ready ads should be submitted to ads@athomemms.com.

-All Advertising accepted is subject to Publisher and Creative Services approval regarding content and appearance.

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