

2025 media kit



WHERE PRINT + DIGITAL COLLIDE

CONTACT: INFO@INTHE931MAGAZINE.COM

Your Local Family + Lifestyle Publication for the Clarksville, Tennessee Area

The 931 Magazine is a local publication dedicated to celebrating family and lifestyle in Clarksville, Tennessee. Our mission is to serve as a trusted guide for families in our community.

We feature content that's both relevant and engaging for all ages, with a focus on what matters most to local families. With a deep love for our community, we're passionate about sharing stories, tips, and topics that truly resonate with you.



WHY ADVERTISE IN MAGAZINES?

Magazines remain one of the most effective and engaging advertising platforms, and here's why:

- **High Attention to Ads**

According to a study by Jack Myers Research, magazines consistently rank at or near the top when it comes to consumer attention to advertising messages. Unlike digital platforms where ads are often ignored or skipped, magazine readers are more likely to notice, read, and engage with ads.

- **Focused and Less Distracted Audience**

BIGresearch studies reveal that magazine readers are less likely to multitask or be distracted by other media (like TV, radio, or the internet) while reading. This means your advertising message gets a more focused and intentional audience.

- **Growing Readership & Engagement**

Over the past five years, both the number of magazine readers and the average number of issues read per month have increased—bucking trends seen in some other traditional media. Even better, magazine website usage is growing faster than overall web usage, showing that print + digital synergy is real and thriving.

2025 Editorial Calendar

01

JANUARY - 2025

NEW YEAR NEW YOU • HEALTH • FINANCE • VISION BOARDS

Ad Deadline: December 25th

02

FEBRUARY - 2025

VALENTINE'S DAY • GALENTINE'S • PRESIDENTS DAY

Ad Deadline: January 25th

03

MARCH - 2025

ST. PATRICK'S DAY • WOMEN'S HISTORY MONTH

Ad Deadline: February 25th

04

APRIL - 2025

EASTER • TODDLER ACTIVITIES • TEACHING DENTAL HEALTH FOR KIDS

Ad Deadline: March 25th

05

+

06

MAY/JUNE - 2025

GRADUATIONS • SUMMER MUSIC SCENE • HIDDEN GEMS OF THE 931

Ad Deadline: April 25th

07

+

08

JULY/AUGUST - 2025 SUMMER ISSUE

LOCAL SUMMER SPOTS • INDEPENDENCE DAY • STAYING COOL THIS
SUMMER BACK TO SCHOOL • BACK TO ROUTINE • DECLUTTER
BEFORE FALL • SUMMER EVENTS • SWIM SPOTS

Ad Deadline June 10th

09

+

10

SEPTEMBER/OCTOBER - 2025

FALL ISSUE • PUMPKIN PATCHES • AFTER SCHOOL PROGRAMS
• FALL HOME MAINTENANCE CHECKLIST • HALLOWEEN EVENTS

Ad Deadline: August 25th

11

+

12

NOVEMBER/DECEMBER - 2025 HOLIDAY ISSUE

LOCAL VETERANS: SERVICE & STORIES • HAVING A PARENT IN THE MILITARY •
TOY DRIVES • HOLIDAY GIFT GUIDE • CHRISTMAS

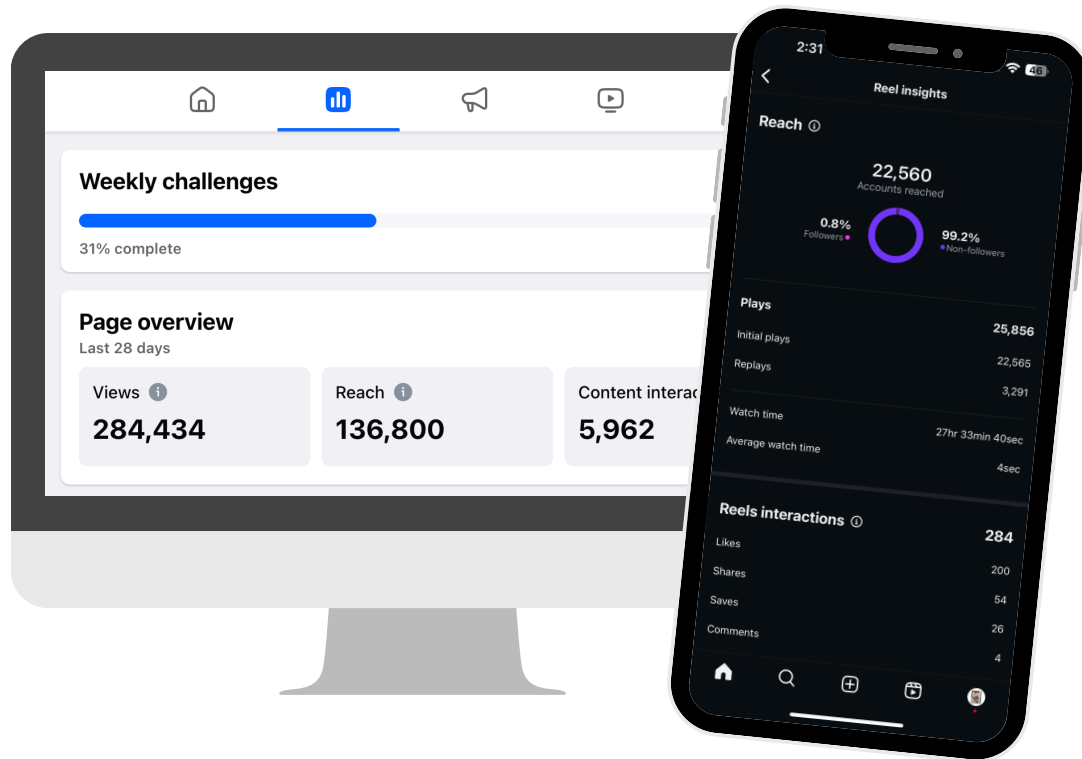
Ad Deadline: October 25th



MAXIMIZE YOUR EXPOSURE WITH *added value*

Our special section ad packages go beyond traditional advertising. You'll receive editorial features, complimentary event coverage, inclusion in our print and digital calendars, and promotional support through social media—all designed to boost your visibility and reach.

DIGITAL IMPRESSIONS: 300,000+



Our strongest digital performance comes from our Facebook page, which has generated 284,434 views, and our digital issue and website, which receive over 15,000 views. These platforms consistently deliver the highest levels of interaction and impressions.



PRINT READERSHIP & DISTRIBUTION

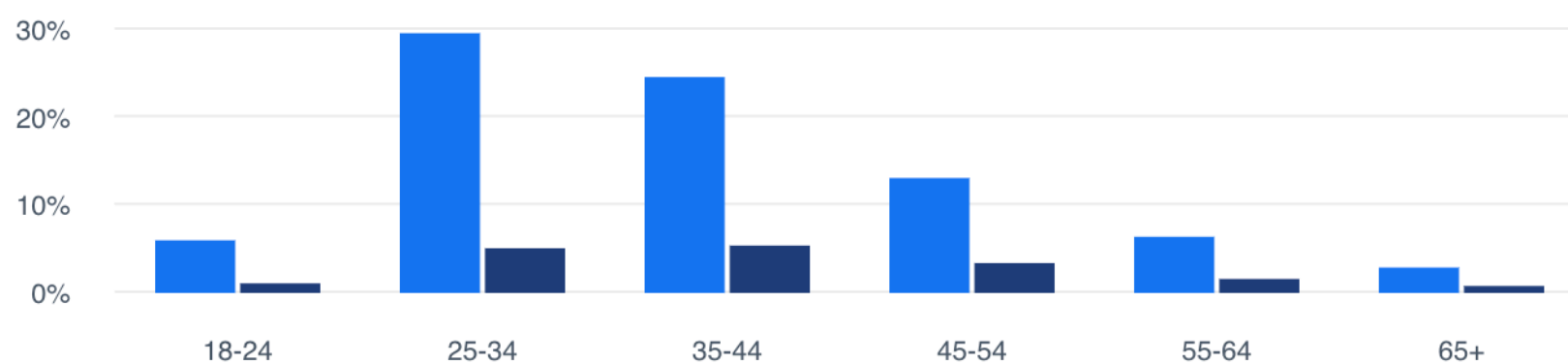
With a readership exceeding **25,000**, our magazine is distributed across a diverse range of locations throughout Clarksville.

This includes local businesses, Airbnbs, and various vendor and community events, ensuring maximum visibility and engagement within the community.

AGE + GENDER



82.6%
Women ●
17.4%
Men ●



PRIMARY DEMOGRAPHIC:

- WOMEN, ESPECIALLY MOMS (TYPICALLY AGE 25 – 44)
- OFTEN THE HOUSEHOLD DECISION-MAKERS WHEN IT COMES TO SHOPPING, FAMILY ACTIVITIES, HEALTHCARE, EDUCATION, AND EVENTS

SECONDARY AUDIENCE:

- DADS, GRANDPARENTS, AND CAREGIVERS
- FAMILIES WITH KIDS RANGING FROM TODDLERS TO TEENS
- LOCAL COMMUNITY-MINDED INDIVIDUALS WHO VALUE CONNECTION AND RESOURCES

SOCIAL MEDIA FOLLOWING:



5,382 FOLLOWERS

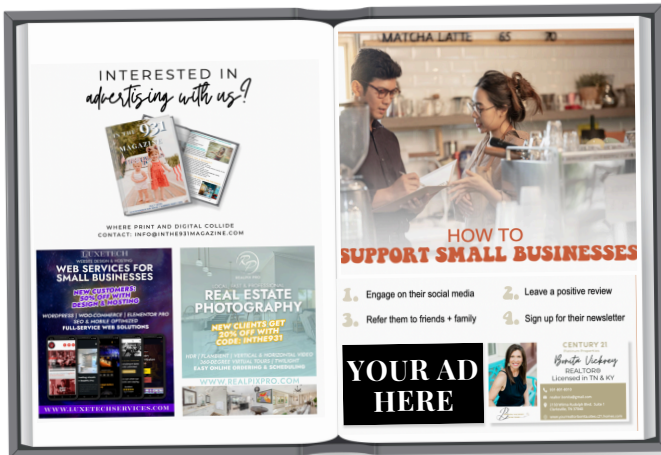


OVER 1K FOLLOWERS



OVER 1K FOLLOWERS

IN THE 931 MAGAZINE | MONTHLY SPECIALS FOR NEW ADVERTISERS



BUSINESS CARD SIZE AD

\$45



BOTTOM BANNER HORIZONTAL AD

\$100

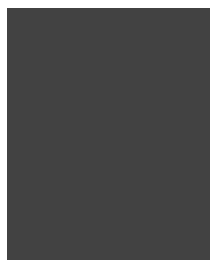


QUARTER PAGE SIZE AD + WEBSITE AD

\$200

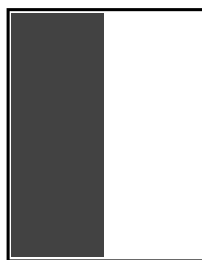
INTHE931MAGAZINE.COM

IN THE 931 MAGAZINE | ADVERTISING RATES



FULL PAGE

10.5W X 12.75H
BLEED: 10.5W X 12.75H
TRIM: 10W X 12.25H
LIVE: 8.875W X 11.25H



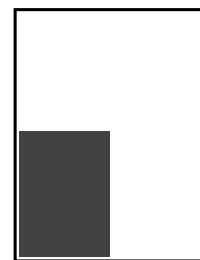
1/2 VERTICAL

4.3125W X 11.25H



1/2 HORIZONTAL

8.875W X 5.5H



QUARTER PAGE

4.3125W X 5.5H

advertise in the magazine

AD SIZE	1x	6x	12x
Quarter Page	\$475	\$375	\$275
1/2 Page (H/V)	\$650	\$550	\$350
Full Page	\$1160	\$960	\$660
Inside Cover	\$1275	\$1075	\$775
Back Cover	\$750	\$650	\$550
Center Spread	\$1225	\$1025	\$825
<i>*All rates are billed monthly</i>			

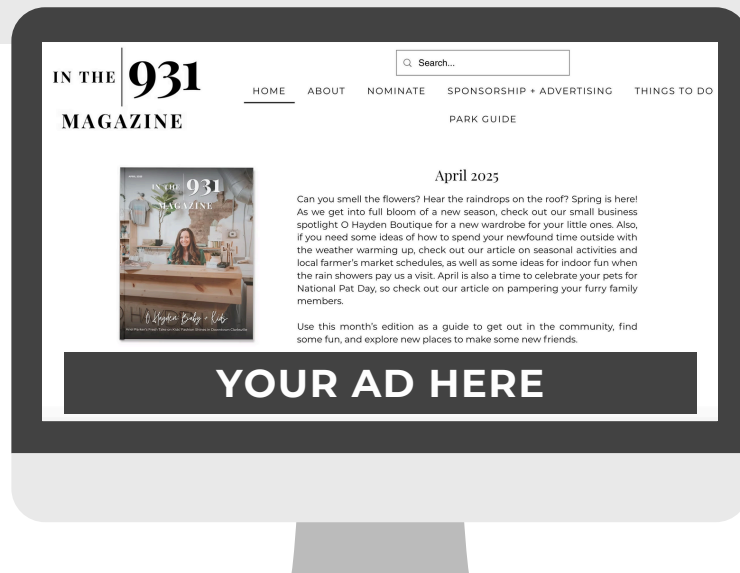
Includes:

Full-color advertisement in our glossy print magazine, Digital ad featured with a clickable link to the online edition at inthe931magazine.com, Promotion across Facebook and Instagram, Complimentary ad design included, & Rates listed are net, per ad, per issue, and per month

advertise on our website

AD SIZE	PIXELS	PRICE / MONTH
Homepage Banner Ad	616 x 123	\$60
Banner on event page Ad	616 x 123	\$50
Editorial Ad	308 x 61.5	\$25

**All rates are billed monthly*



GET ADDED TO OUR *distribution list*



Support local and keep your customers engaged—get free magazine deliveries to your business!

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BECOME A *sponsor*

Sponsorships are vital in keeping In The 931 free and widely accessible to our community. By partnering with us, you'll not only support the dissemination of valuable content but also gain exposure to our engaged audience. Interested in joining our mission? Let's collaborate to make a lasting impact.

For a flat rate of \$800 per issue, sponsors receive:

- **FULL-PAGE ADVERTISEMENT**

Placement in both our monthly print and digital issues.

- **WEEKLY EMAIL FEATURE**

Your company logo is prominently displayed in our weekly newsletter.

- **WEBSITE EXPOSURE**

Inclusion of your company link and information on a wide banner ad across our website.

- **MONTHLY SPONSORED ARTICLE**

One featured online article per month, highlighting your brand or services.

- **SOCIAL MEDIA PACKAGE**

Engagement across our platforms with:

- 1 Facebook post
- 1 Instagram story and post
- 1 TikTok video

This comprehensive package is designed to maximize your brand's visibility and engagement within our community.