

# **INSIDE MEMPHIS** BUSINESS

## **2018-19 MEDIA KIT**





*Inside Memphis Business* is a bi-monthly magazine devoted to the inside stories, the personalities, the trends, and the milestones that make up the region's thriving business community.

*Inside Memphis Business* is uniquely qualified as the only regional business-oriented magazine to focus on what makes Memphis so special, how we got where we are, and where we're headed. More than just the numbers, we give our readers the "why" of Memphis' successes and possibilities.

Counted among our *Inside Memphis Business* readership are corporate executives, small and large business owners, marketing and PR professionals, entrepreneurs, and potential newcomers to the Memphis area. They all read *Inside Memphis Business* for the same thing—an in-depth look into the smart and diverse culture and commercial climate that is uniquely Memphis.

Think of *Inside Memphis Business* as not just another source of news, but as a powerful recruitment tool for business and the Mid-South.

## DISTRIBUTION

*Inside Memphis Business* is mailed every other month to nearly 15,000 of the area's business leaders and influentials. Included in our mailing list are members of the following:

- Greater Memphis Chamber of Commerce
- Germantown Area Chamber of Commerce
- Collierville Chamber of Commerce
- Memphis Society of Entrepreneurs
- Leadership Memphis
- Nexus Leaders of Memphis

*Inside Memphis Business* is also distributed for free at 20+ major office complexes in the Mid-South area. We may be found for sale at Novel at Laurelwood and area Barnes & Noble locations. We're present at the monthly cityCURRENT Breakfast series. And *Inside Memphis Business* may also be found at a variety of local special events and business functions.

# 19,000

**COPIES  
DISTRIBUTED  
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## DEMOGRAPHICS\*

**51**  
AVERAGE  
AGE



**\$282,435**  
AVERAGE HOUSEHOLD INCOME



\*Source: CVC Reader Survey, June 2016



## EDITORIAL CALENDAR

### Deadlines

October/November 2018

## Innovation Awards 2018

Space: 8/22/18  
Materials: 8/28/18  
Onsale: 10/1/18



December 2018/January 2019

## Philanthropy

Healthcare Year in Review

*Special Section: Industry Perspectives and Giving Guide*

Space: 10/23/18  
Materials: 10/30/18  
Onsale: 12/1/18



February/March 2019

## CEO of the Year 2019

Education, Professional Development

Space: 12/15/18  
Materials: 12/21/18  
Onsale: 2/1/19



April/May 2019

## Power Players 2019

Society of Entrepreneurs 27th Anniversary

Space: 2/9/19  
Materials: 2/15/19  
Onsale: 4/1/19



June/July 2019

## Development Hot Spots

Special Section: Faces of the Mid-South

Space: 4/21/19  
Materials: 4/28/19  
Onsale: 6/1/19



August/September 2019

## Meeting and Special Events Venue Guide

Space: 6/20/19  
Materials: 6/24/19  
Onsale: 8/1/19



## EVENT CALENDAR

**September 2018**

Innovation Awards  
Breakfast

**January 2019**

CEO of the Year Breakfast

**April 2019**

Power Players Reception



<p><b>1/6 Vertical</b> 2.5 x 4.8125 in</p>	<p><b>1/3 Horizontal</b> 5.1875 x 4.8125 in</p>	<p><b>1/6 Horizontal</b> 5.1875 x 2.3125 in</p>	<p><b>1/3 Vertical</b> 2.5 x 9.875 in</p>	<p><b>Full Page</b> 9.25 x 11.125 in (including 0.125in bleed)</p> <p>or</p> <p>7.875 x 9.875 in (without bleed)</p>	<p><b>2/3 Vertical</b> 5.1875 x 9.875 in</p>
<p><b>1/2 Horizontal</b> 7.875 x 4.8125 in</p>	<p><b>1/2 Vertical</b> 5.1875 x 7.3125 in</p>				

# ADVERTISING RATES

SIZE	6x	3x	1x
<b>FULL PAGE</b>	<b>1895</b>	<b>2325</b>	<b>2560</b>
<b>2/3</b>	<b>1345</b>	<b>1645</b>	<b>1815</b>
<b>1/2</b>	<b>1070</b>	<b>1310</b>	<b>1445</b>
<b>1/3</b>	<b>750</b>	<b>920</b>	<b>1015</b>
<b>1/6</b>	<b>375</b>	<b>485</b>	<b>535</b>
<b>INSIDE FRONT COVER</b>	<b>2275</b>	<b>2790</b>	<b>3070</b>
<b>INSIDE BACK COVER</b>	<b>2085</b>	<b>2555</b>	<b>2815</b>
<b>BACK COVER</b>	<b>2365</b>	<b>2905</b>	<b>3200</b>

- COLOR**  
All advertising is four color.
- TRIM SIZE**  
9 x 10.875 inches
- BLEED AREA**  
9.25 x 11.125 inches  
The .125" area used for ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to trim size. Crop marks must also be offset by .125".
- LIVE AREA**  
7.875 x 9.875 inches

**INSIDE MEMPHIS BUSINESS**

THIS TIP SHEET  
By Jon W. Sparks

IN THIS EDITION:  
A convention center's journey  
Roadshow BMW DM recognized  
Sales for today  
Power Player: Marco Kautman

The Cook Convention Center's long and winding road

The next issue of Inside Memphis Business covers out next week packed with a great list of meeting venues and an ad for Venue Menu, M&M's, and several features on some of the more significant developments going on in the hotel and convention business.

**600 X 200**

Roadshow BMW DM recognized

Karen Lamborn, general manager at Roadshow BMW DM, was honored by Automotive News magazine recently in its 40 Under 40 list of top performers at dealerships nationwide.

To learn more about this weekend's hot holiday, visit the Department of Revenue's website here.

**600 X 200**

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For mailing address:  
INSIDE MEMPHIS BUSINESS  
P.O. Box 1700  
Memphis, TN 38101-0700

And we'll get your address back.

We're in charge here, so please don't forget!  
You can update your preferences or unsubscribe from this list.

## EMAIL ADVERTISING

Offering 2 advertising units on each weekly Tip Sheet, the Inside Memphis Business opt-in newsletter sent to 3.8k subscribers.  
600 x 200px

**TOP \$175 per insertion**  
**MIDDLE \$150 per insertion**

## DEDICATED EMAILS

Mail to the IMB list with your standalone message, subject to publisher approval. Only two accepted per month.  
\$550 per mailing



For more information, please call  
**901.521.9000**