

VIP Williamson County

M A G A Z I N E

Your Community Magazine



Socializing Throughout Middle Tennessee

VIP Williamson County

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Your Community Magazine

WHO WE ARE

VIP Williamson County Magazine is YOUR community resource for everything going on in Williamson County. We cover events and profile individuals and businesses who contribute to all the wonderful corners of our county including Franklin, Brentwood, Spring Hill, Nolensville, Leipers Fork and everywhere in between. Learn more about the movers and shakers in our midst and read about great recipes, helpful information, beautiful homes and all the fabulous retail and service businesses in your area. We are the social calendar resource for where to go and what to do each month and we strive to provide a broad spectrum of event coverage that accurately represents who Williamson County really is. Advertisers will find placement with VIP is guaranteed exposure to their preferred clientele and organizations. Events will find that inclusion in VIP can significantly raise their exposure levels which directly impacts non profit fundraising and event attendance. Our readership knows that every month they can find a friend, a co-worker, an interesting community figure or themselves among our pages. Become a VIP! Pick up your copy of VIP Williamson County or advertise with us today.

DEMOGRAPHICS

TARGET AUDIENCE

Education: Post Graduate Degree

Median Age: 35-45

Male: 45% Female: 55%

Median House Hold Income:
\$100,000

Median Net Worth: \$550,000

MAGAZINE QUALITY

Size: 10.125w x 13.75h

Cover: 100 lb gloss

Paperstock: high quality, bright
white, coated stock

CIRCULATION AND DISTRIBUTION

Circulation: 12,500+

Readership: 38,000+ monthly

Distribution in 100+ locations

monthly, with weekly delivery to over

100 permanent rack locations

Conservative estimate 4-7 readers

per issue. Delivery locations vary with

new advertisers and added racks
monthly.

FREQUENCY OF PUBLICATION

Monthly-12x per year

VIP Williamson County proudly
supports through sponsorship
and partnerships:

- The Heritage Foundation & Downtown Franklin Association
 - A Vintage Affair
 - My Friends House
- Williamson County Child Advocacy Center
- Historic Carnton Plantation
 - Boys and Girls Club of Williamson County
 - Big Brothers Big Sisters
 - Muscular Dystrophy Association
 - Graceworks
 - Pulltight Theatre
and many more throughout the year

“

"Sperry's would like to thank VIP Williamson County Magazine for supporting us. We enjoy advertising with VIP because of their uniqueness and the clientele that they reach, and VIP Magazine is always very consistent in their quality."

~ Liz Waller, Sperry's Restaurant

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SPERRY'S
Restaurant
Established 1974

DISTRIBUTION

Every month magazines are delivered to all advertisers

BRENTWOOD

BancorpSouth
Borders
Cinco de Mayo
Harris Teeter
Pear Tree Avenue
QDoba
Vittles
Wachovia

Cool Springs

American Tuxedo
Atlanta Bread Co.
Belk
Bob Parks Realty
Bonfish Grill
Borders
Cadence Bank
Community First Bank
Cool Springs Chamber
Cool Springs Galleria
Cool Springs Wine & Spirits
Franklin Pediatrics
Genghis Grill
Guidos
Hyatt Place
J Christophers
Jonathan's
Keller Williams Realty
Lexus
McDougals
Miles Auto Spa
NHC Place
Noshville
Offers
Petite Boutique
Pie in the Sky
Reliant Bank (Carothers)
Sperry's
Starbucks on Carothers
Stogies
Studio Gaven
Tennessee Commerce Bank
The Tin Roof
Zeitlin & Company Realty

VIP is also available at all
County Chamber offices:
Cool Springs, Brentwood
& Downtown Franklin

FRANKLIN

Always in Bloom
Annette Charles
Arby's
Atlanta Bread Co.
Atrium at 4th and Main
BGA
BancorpSouth
Boxwood Bistro
Bricks
Bridal Gallery
Bunganut Pig
Cadence Bank
Carnton
Case Select Wine
Cocoa Tree
Coffee Beanery
Dions South
Distributech
Dotsons
Faye Snodgrass Gallery
First Farmers & Merchants
First Tennessee Bank (Public Square)
Franklin Athletic Club
Franklin Chamber of Commerce
Franklin Chop House
Franklin Flower
Franklin Kubota
Franklin Marketplace
Franklin Pediatrics
Franklin Travel
Gin O
Grassland Market
Green Bank-Maryland Farms
Henpeck Market
Heritage Foundation
Holland's Pharmacy
Hot Spot Coffee
HRH Dumplings
JJ Ashley
Joey Davis County Offices
La Hacienda, Hillsboro Rd.
Landmark Booksellers

Mellow Mushroom
Monell's
O'More College
One Stop Cafe
Panchos Place, Columbia Ave.
PD's
Prim & Paper
Pro Serv
Puckett's
Red Dog Wine & Spirits
Shane's Rib Shack
Shell on 96 West
Shuff's Music
Starbucks (Hwy 96)
The Good Cup
The Iron Gate
The Factory
Tin Roof
What's In Store
Welcome Home Greeting
(All new Williamson County
residences receive a copy
of VIP)
Westhaven Residence Club
Williamson County Library

Leiper's Fork

Puckett's

Nashville

Bradford's Interiors
Harris Teeter
Jamie

Spring Hill

Beef O'Bradys
Jeffrey's Grille
Pancho's Place
La Hacienda
Saxby's Coffee Shop
Utopia Coffee Shop

"Reliant Bank has advertised with VIP for the past year and it has been a great return on our investment. We advertised our Women and Business Speaker Series and were able to track the number of guests who heard about the event through VIP Magazine. We were pleasantly surprised by the turnout we received from ladies who saw our ad. It's a first class publication each and every month and a great way to highlight all the events in Williamson County. Our customers know they can stop by our offices to pick up their very own copy the first of every month."

~ Marion Ingram, Marketing Director for Reliant Bank

Reliant
BANK

EDITORIAL FEATURES

Every issue of VIP Williamson County Magazine is packed with local event coverage and quality editorial pieces. Monthly features include:

MAKE YOURSELF AT HOME

Spectacular home profile from the Williamson County area. Beautiful photographs with a detailed story about the home and its owners.

SEASONAL & HOLIDAY GUIDES

Special gift ideas from local shops and boutiques.

LIVING THE GOOD LIFE

Articles, interviews and guides on entertaining, cooking, events, wine, health, wellness and finances.

CALENDAR OF EVENTS

Social calendar that showcases local events submitted by the community.

MOVIN' & SHAKIN'

Profile of an individual or business in Williamson County that makes significant contributions to the community.

VIP GETAWAY

Fun & interesting travel profiles of places near and far.

WILLIAMSON COUNTY ON THE MOVE

Profiles of new and changing local businesses.

WHATEVER SHALL YOU WEAR?

The latest fashion styles for everyday wear for that special VIP event.

BETWEEN THE LINES

Book review featuring monthly selections provided by local booksellers.

VIP'S GIVE BACK

Detailed profile on local nonprofits and their work.

YOUR STORY

In-depth profiles and interactive editorials applicable to what is happening in the community.

ON THE TOWN WITH VIV

"VIP recommends," and all things you want to know going on in the community.

SAY CHEESE, YOU'RE A VIP!

Reader-submitted photos.

PAW PRINTS

Precious pets up for adoption.

PEOPLE & PLACES

Interesting events and people throughout the county.

HOSPITALITY WITH "HUGHMOR"

Monthly column of tips for decorating and event planning.

"The Heritage Foundation of Franklin and Williamson County has depended on advertising and sponsorships with VIP Williamson County since the magazine's beginning in Franklin in 2005. Williamson County is a very unique place with its vast history. Historic preservation is a gift for the future that can only be accomplished today. The coverage VIP Williamson County provides for the many Williamson County events allows the people in our community to be involved and make a difference, which is what it is all about!"

-Mary Pearce, Executive Director of The Heritage Foundation of Franklin & Williamson County



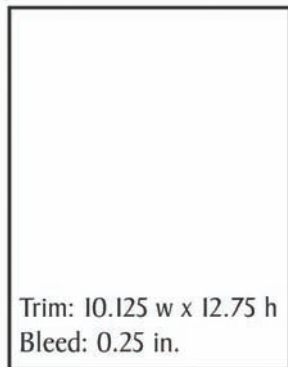


2009 ADVERTISING RATE CARD

Ad Size	12x	6x	1x
1/8 page	375	450	565
1/4 page	540	660	795
1/2 page	875	1025	1200
Full Page	1425	1600	1900
Inside Covers	1750	2100 consecutive	2400
Back Cover	2000	2400 consecutive	2700
Double Truck	2500	3000	3500
Editorial Sponsor Editorial sponsorships include: Paw Prints, Social Trivia, Non Profit of the Month, Calendar, Bridal Profile, Education Spotlight	650	850	All sponsorships are consecutive
Editorial Advertisement Half page columns with ads. Copy submitted by client with editor approval by deadline monthly. Maximum 500 words.	1000	1200	All sponsorships are consecutive
Premium Editorial Placement Ad space can be guaranteed adjacent to monthly editorial features including Travel, Home and Fashion for Premium rate.	Full: 1500 Half: 950	Full: 1750 Half: 1100	All sponsorships are consecutive

All rates are per monthly insertions. Rates are NET unless otherwise noted with sales/editor approval. See back side for list of all available sponsorships

MECHANICS



Trim: 10.125 w x 12.75 h
Bleed: 0.25 in.

Full Page

9.125 w x 11.75 h (non-bleed)



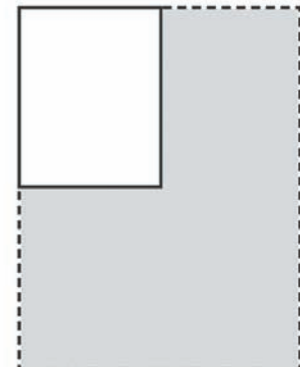
1/2 Horizontal

9.125 w x 5.75 h



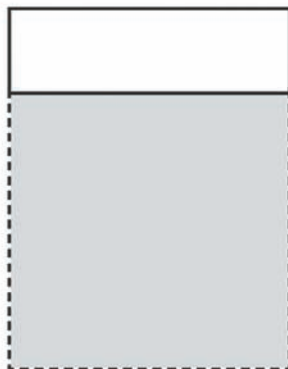
1/2 Vertical

4.4375 w x 11.75 h



1/4 Island

4.4375 w x 5.75 h



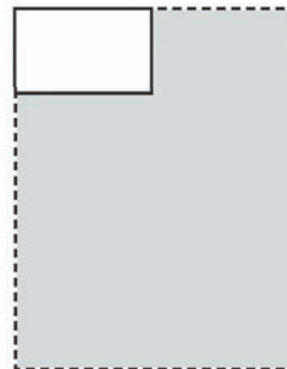
1/4 Horizontal

9.125 w x 2.75 h



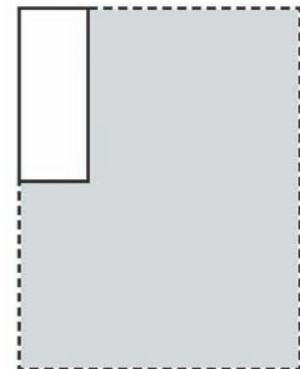
1/4 Vertical

2.125 w x 11.75 h



1/8 Horizontal

4.4375 w x 2.75 h



1/8 Vertical

2.125 w x 5.75 h

VIP Williamson County Magazine is printed on high quality, bright white, coated paper. We operate in a Macintosh OSX production environment.

AD MATERIAL SUBMITTED FOR DESIGN

EPS or vector files are preferred for logos. Otherwise, logos and all photographs should be high resolution .jpg or .tiff files 300 dpi or higher. No logos or photos can be pulled from websites. Hard copy material may be submitted for scanning if appropriate size.

SPECIALTY GIFT GUIDES

This seasonal feature allows businesses to target a specific market or holiday. Gift guides start at \$200. Ask your Account Executive for availability and additional information.

CUSTOMER-SUPPLIED ADS

Ads that are submitted camera ready must be complete. No changes will be made to ads if they are submitted to the magazine. PDF and EPS files are preferred. Please be sure to embed all fonts or convert to outlines. All color ads must be submitted in CMYK format. All images should be 300 dpi or higher. We cannot accept Microsoft Publisher, Word or any other non-design program files.

SPECIAL SECTION

Throughout the year VIP will highlight significant events and retail in a separate section inserted in the magazine.

POLICIES & PROCEDURES

POLICIES

Advertisers and advertising agencies are liable for all content, including text representation and illustrations, of advertisements and are responsible, without limitation, for any and all claims made thereof against VIP City Magazines and Ventures In Publishing Inc., their officers and employees. Publisher reserves the right to revise, reject or omit without notice any advertisements or editorial submissions at any time. VIP accepts no liability for their failure, for any cause, to insert an advertisement. Liability for any error appearing in an advertisement or editorial is limited to the cost of the space actually occupied. No allowance will be granted for any error that does not materially affect the value of the advertisement. To qualify for an adjustment, any error must be reported by the 10th day of the month of publication and credit for errors is limited to the first insertion. Drawings, artwork, photos and articles for reproduction are accepted at advertisers risk and should be clearly marked to facilitate return. VIP reserves the right to revise ad rates at any time; however contracted rates will be honored. No verbal agreement altering the rates/terms of this rate card will be recognized. If a contract is cancelled prior to fulfillment, charges for all insertions that have been published at the contract rate will be recalculated at the actual open rate earned and the advertiser will be billed for the difference between the two amounts.

PRODUCTIONS/PLACEMENT

There is no charge for basic type setting and layout for advertising. Every effort will be made to comply with feasible placement requests, however VIP does not guarantee placement at any time unless specified in the rate and insertion placed. VIP Magazine is a full color magazine and no black and white ads will be accepted or placed unless specific to the overall design and content of ad. No ad will be included without sign-off via email or proof by customers. VIP assures liability after approval is given in inaccuracies in ad.

DEADLINES

The deadline is the **15th** of every month. No cancellations can be made after the ad space deadline. Contracted ads will be re-run automatically and will appear as is from month to month unless changes are submitted prior to the ad space deadline for each specific issue. Any change to ad schedule or rate may only be done with Publisher approval.

PAYMENT

VIP accepts payment by cash, check or credit card (Master Card/Visa/Discover/American Express). All payments are due upon receipt of monthly invoice. Any advertisers carrying a balance over 60 days will not be able to run their advertising until account balance is paid in full. A late charge will be assessed and the ad(s) not run, per contract will be charged. For all returned checks a fee of \$30.00 will be assessed.



“Dental Bliss is pleased to advertise in VIP! The staff is very professional and always available to assist us. They have been very accommodating and easy to work with. We recommend VIP to anyone advertising in Williamson County.”
~ Mary Ann Garner, Dental Bliss

CONTACT INFORMATION

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For event coverage consideration or other
information, send invites & releases 60
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OTHER VIP CITY PUBLICATIONS

MEMPHIS • JACKSON • PICKWICK LAKE • CHATTANOOGA

For more information contact franklin@vipmag.com

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VIP MEMPHIS



VIP JACKSON



VIP PICKWICK LAKE

I send my sincere Congratulations to the Editor and Staff of VIP Magazine on your tremendous success in the Williamson County market. As a regular advertiser and loyal reader, I know first hand what great benefits that exposure in your magazine can bring. I appreciate all that you do to highlight our community events and the many volunteers that serve this community so well.

~Danny Anderson, Realtor, Zeitlin & Co. Realtors