# DELTA
## MAGAZINE

2019 Media Kit

Our **mission** is to bring our readers the uniqueness of the Mississippi Delta and to celebrate the lifestyle enjoyed here. With each issue we explore the music, art, history, and food of the Delta, giving credence to the notion that this truly is "the South's South."

We strive to present the best of what our region is about from turnrows and hunting clubs, to debutante balls and dinner parties. Not bound by land and levees, we believe those who treasure the culture of the Delta will carry our way of life with them wherever they may roam.

# Editorial

## In every issue:

Books

Shopping

Art

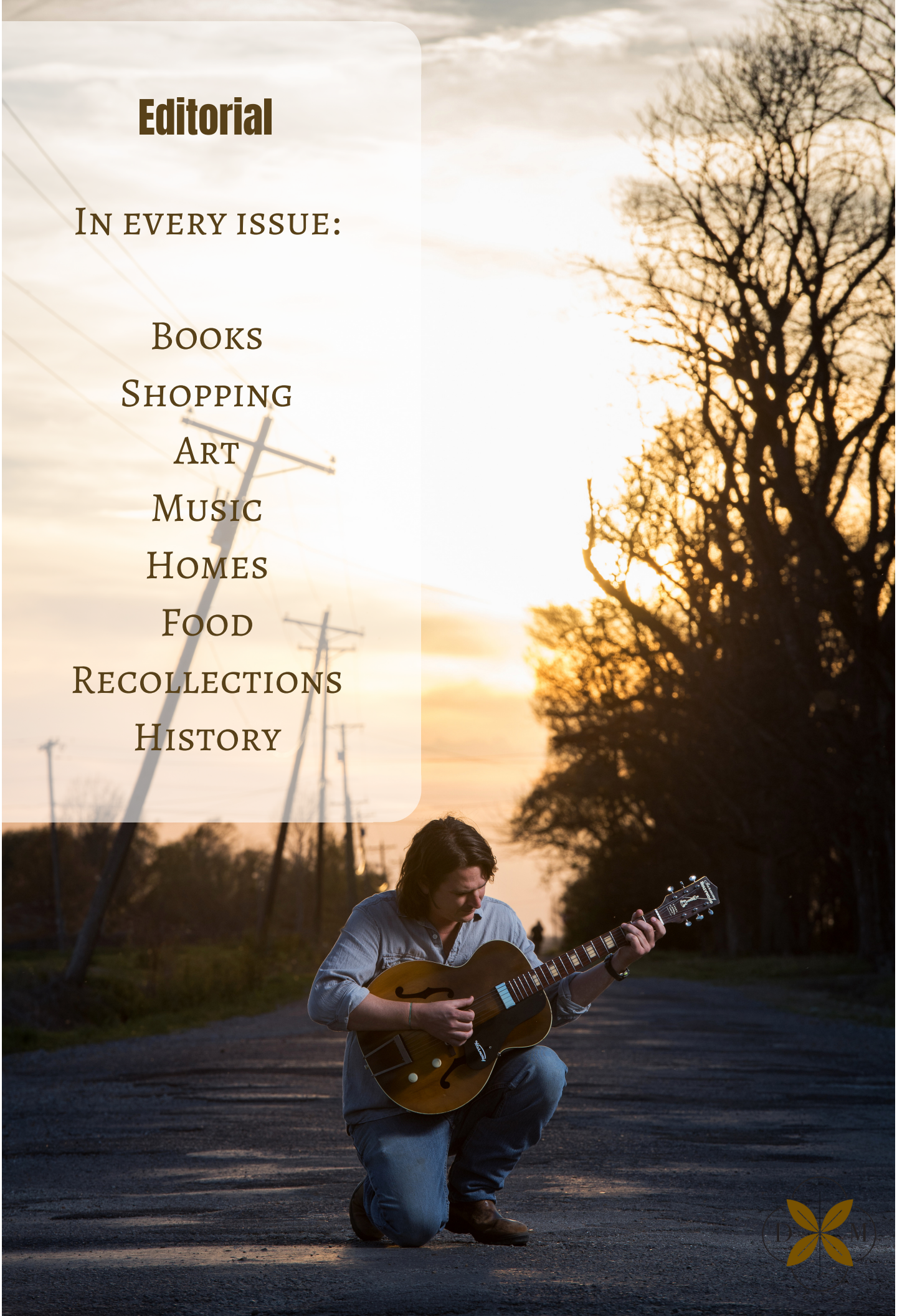
Music

Homes

Food

Recollections

History



# 2019 Editorial Calendar

**All editorial content and deadlines subject to change*

### January/February

Annual Tourism and Travel Guide
CVB Spotlight
Health and Wellness

### March/April

Annual Spring Wedding Issue
Gardening Tips
Spring Festival Guide

### May/June

Spring and Summer Style Guide
Summer Travel Section

### July/August

Summer Entertaining
Celebrity Feature
Special Home Feature

### September/October

Outdoor and Hunting Guide
Fall Festivals
Fashion and Tailgating
Annual Restaurant Guide

### November/December

The Holiday Issue
Special Gift Guide
Restaurant Guide

# 2019 Editorial Deadlines

**January/February**
Ad Space Deadline: November 23
Materials Due: November 26
Camera-Ready Ads: November 30
On sale: January 1

**March/April**
Ad Space Deadline: February 1
Materials Due: February 4
Camera-Ready Ads: February 8
On sale: March 1

**May/June**
Ad Space Deadline: March 29
Materials Due: April 1
Camera-Ready Ads: April 8
On sale: May 1

**July/August**
Ad Space Deadline: May 31
Materials Due: June 3
Camera-Ready Ads: June 10
On sale: July 1

**September/October**
Ad Space Deadline: July 29
Materials Due: August 1
Camera-Ready Ads: August 9
On sale: September 1

**November/December**
Ad Space Deadline: September 30
Materials Due: October 1
Camera-Ready Ads: October 9
On sale: November 1

# Demographics

*Delta Magazine* reaches approximately 33,000 people each issue.

*Delta Magazine* readers hail from 47 states and the UK.

**Household Income**

19.72% earn under $50K

39.9% earn $50K to $100K

40.3% earn over $100K

**Gender**

72% Female

28% Male

**Education**

76% have college degree or higher

# Distribution

DELTA MAGAZINE

*Delta Magazine is a paid, subscription-based publication with additional copies sold in bookstores and retailers*

## *Major Booksellers:*

### THE SOUTHEAST 4 *STATES*

*Delta Magazines are distributed and sold in these major bookstores throughout Mississippi, Tennessee, Louisiana and Alabama:*

BARNES & NOBLE
BOOKS-A-MILLION

## *Newsstands/Retailers:*

### MISSISSIPPI AND ARKANSAS DELTA

Forty Nine Commissary, *Belzoni*
Cat Head Folk Art & Music, *Clarksdale*
Delta Creations, *Clarksdale*
Oak & Ivy, *Clarksdale*
Rosson & Co., *Cleveland*
Cleveland Commons, *Cleveland*
Cotton Row Bookstore, *Cleveland*
Brown's Pharmacy, *Greenville*
Midtown, *Greenville*
Montage Marketplace, *Greenville*
Mississippi Gift Company, *Greenwood*
Turnrow Book Co., *Greenwood*
The Flower Company, *Grenada*
B.B. King Museum, *Indianola*
Crown in Town Restaurant, *Indianola*
Indianola Pecan House, *Indianola*
Gift Shop, *Indianola*
Russell's Drugs, *Lexington*
Green Apple, *Rolling Fork*
The Onward Store, *Rolling Fork*
The Crow's Nest, *Winona*
Downtown Marketplace, *Yazoo City*
Yazoo Drugs, *Yazoo City*
Lorelei Books, *Vicksburg*
Hunter's Pharmacy, *Lake Village, AR*

### METRO MEMPHIS AREA

Barnes & Noble, *Memphis*
Barnes & Noble, *Collierville*
Books-A-Million, *Southaven*
Novel, *Memphis*

### OXFORD, MISSISSIPPI

Square Books/Off Square Books

### METRO JACKSON AREA

Everyday Gourmet, *County Line Road*
Lemuria Bookstore, *Banner Hall, Jackson*
Books-A-Million, *I-55*
Barnes & Noble, *Ridgeland*

### STATEWIDE

Books-A-Million, *Biloxi*
Books-A-Million, *Columbus*
Bookland, *Corinth*
Books-A-Million, *Hattiesburg*
Sullivan's, *Kosciusko*
Books-A-Million, *Meridian*
Turning Pages, *Natchez*
Book Mart, *Starkville*
Nancy's Interiors at Joyful Creations, *Tupelo*
Barnes & Noble, *Tupelo*
Barnes & Noble, *Gulfport*

### OTHER STATES

Barnes & Noble, *Dothan, AL*
Barnes & Noble, *Spanish Fort, AL*
Barnes & Noble, *Baton Rouge, LA*
Barnes & Noble, *Harvey, LA*
Barnes & Noble, *Lafayette, LA*
Barnes & Noble, *Mandeville, LA*

# DELTA
MAGAZINE

## 2019 RATE CARD

### 4 Color

| | 1 Issue | 3 Issues | 6 Issues |
|---|---|---|---|
| Full Page | $2,199 | $1,989 | $1,749 |
| 2/3 | $1,759 | $1,509 | $1,200 |
| 1/2 | $1,376 | $1,215 | $995 |
| 1/3 | $759 | $690 | $615 |
| 1/4 | $485 | $450 | $400 |
| 1/6 | $425 | $375 | $335 |

### Covers/Premium Placement

| | 1 Issue | 3 Issues | 6 Issues |
|---|---|---|---|
| Back Cover | $2,999 | | $2,849 |
| Inside Front | $2,649 | $2,549 | $2,439 |
| Inside Back | $2,549 | $2,339 | $2,029 |
| Page 1 | $2,599 | $2,370 | $2,070 |
| Page 2 | $2,575 | $2,345 | $2,045 |
| Page 3 | $2,550 | $2,325 | $2,025 |
| Far Forward* | $2,407 | $2,178 | $1,905 |

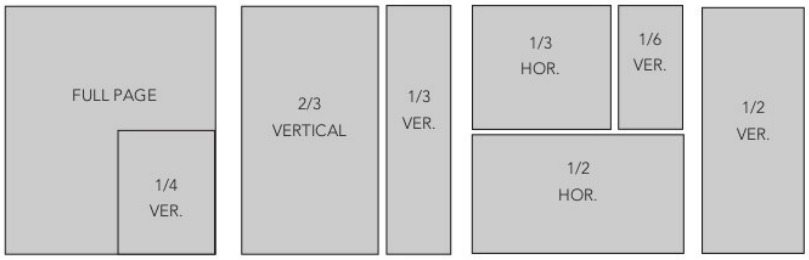
*pages 4, 5, 7 or 9

### Sizes & Dimensions

| | WIDTH | DEPTH |
|---|---|---|
| Full Page* | 7 1/8" (7.125) | 9 7/8" (9.875) |
| 2/3 Page (Vertical) | 4 5/8" (4.625) | 9 7/8" (9.875) |
| 1/2 Page (Vertical) | 3 3/8" (3.375) | 9 7/8" (9.875) |
| 1/2 Page (Horizontal) | 7 1/8" (7.125) | 4 3/4" (4.75) |
| 1/3 Page (Vertical) | 2 1/4" (2.25) | 9 7/8" (9.875) |
| 1/3 Page (Block) | 4 5/8" (4.625) | 4 3/4" (4.75) |
| 1/4 Page | 3 3/8" (3.375) | 4 3/4" (4.75) |
| 1/6 Page (Vertical) | 2 1/4" (2.25) | 4 3/4" (4.75) |

NOTE:
- Rates are gross and per issue; 1/4 page rates are net
- First-time advertisers must submit pre-payment for the first insertion prior to the space deadline.
- We must receive a signed contract or insertion order to reserve space.

* If full page ads are intended to bleed, it must have at least 1/8" (0.125) trim extended on all four sides.




**Trim Size:** 8 1/8" (8.125) x 10 7/8" (10.875)

**Printing Method:** Web Offset

**Binding:** Perfect Bound

**Bleeds:** On full-page bleed ads, extend any printed material at least 1/8" past trim size on all sides.

### Space Reservations and Cancellation Policy:

To confirm a space reservation, we must receive a signed copy of the Advertising Space Reservation form or an insertion order prior to the space deadline with complete billing information. Materials are due no later than the materials deadline for each issue, as provided by your account executive. If we do not receive materials in a timely manner, *Delta Magazine* reserves the right to pick up a previous ad. Cancellations must be submitted in writing no later than the advertising space close date published on the editorial calendar.

### Camera-Ready Ad Requirements:

**Accepted file formats:** PDF, TIFF or JPEGs.
**Resolution:** 300 or higher.
**Color:** Files must be saved as CMYK (not RGB).
Email digital files to your account executive and Sandra Goff at skgoff@comcast.net.
*Delta Magazine* reserves the right to edit or reject any copy or photos we deem inappropriate for publishing.

### Production Fees & Materials:

Upon request, our freelance graphic design team will create an ad at a nominal fee of $25. Local photography may also be available for an additional $25 fee. All photos submitted to production MUST be at a resolution of at least 300 dpi.

Please note the materials deadline for each issue. It is imperative that we receive photos, logos and information to create your ad by this date in order to meet publishing deadlines.

*Delta Magazine* is not responsible for poor printing quality due to low resolution photography.

General advertising inquiries: advertising@deltamagazine.com

P.O. Box 117 • 125 South Court Street • Cleveland, MS 38732 • (662) 843-2700 • Fax (662) 843-0505 • www.deltamagazine.com

# Awards and Nominations

- 2017 Best Regional Cover Design Finalist, Folio Awards
- 2015 Travel Media Award by the Mississippi Tourism Association
- Mississippi Heritage Trust Award
- 2012 IPPY Award, South non-fiction, *The Delta Magazine Cookbook*
- Silver Medal Award, American Advertising Federation

## Books published by Delta Magazine:

*Mississippi Delta, Flood of 2011*

*The Delta Magazine Cookbook, 2011*

*A Delta Magazine Christmas, 2013*

*The Delta, 2013*

*McCarty's of Merigold, Mississippi, The Pottery, 2016*

*Dust in the Road: Recollections of a Delta Boy, 2018*

# Socialize with us!

Facebook: 9,700

Instagram: 9,300

Twitter: 1,300

Pinterest

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Cleveland, MS 38732
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www.deltamagazine.com