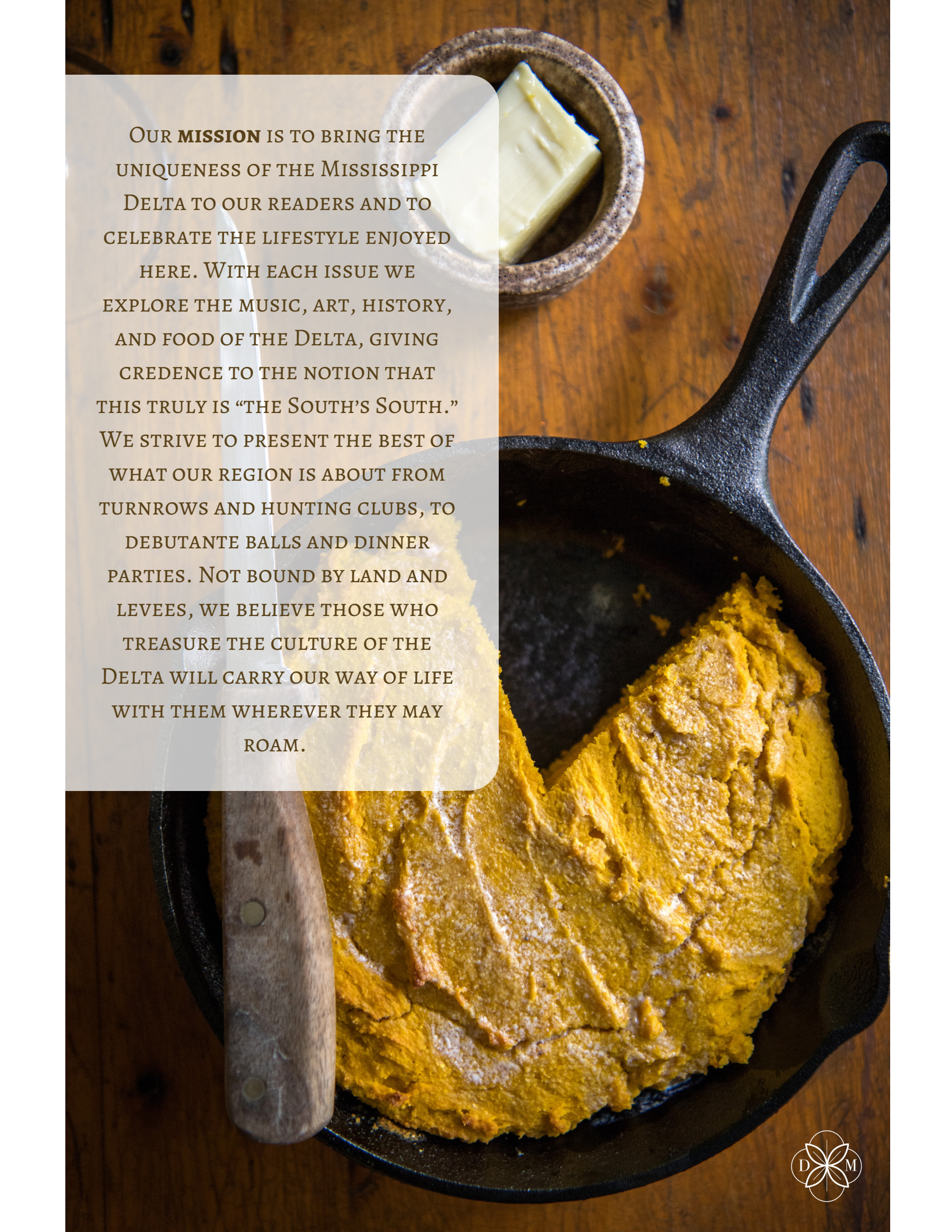


DELTA

M A G A Z I N E

2020 Media Kit



OUR **MISSION** IS TO BRING THE
UNIQUENESS OF THE MISSISSIPPI
DELTA TO OUR READERS 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:

FEATURES

BOOK REVIEWS

ART

MUSIC

HOMES

FOOD

RECOLLECTIONS

HISTORY

Thrubase





2020 Editorial Calendar

**All editorial content and deadlines subject to change*

JANUARY/FEBRUARY

ANNUAL TOURISM AND TRAVEL GUIDE

CVB SPOTLIGHT

HEALTH AND WELLNESS

RESTORING GEORGIANA

MARCH/APRIL

ANNUAL SPRING WEDDING ISSUE

GARDENING TIPS

SPRING FESTIVAL GUIDE

TURKEY HUNTING

MAY/JUNE

SPRING AND SUMMER STYLE GUIDE

SUMMER TRAVEL SECTION

JULY/AUGUST

SUMMER ENTERTAINING

CELEBRITY FEATURE

SPECIAL HOME FEATURE

4TH OF JULY CELEBRATIONS

SEPTEMBER/OCTOBER

OUTDOOR AND HUNTING GUIDE

FALL FESTIVALS

FASHION AND TAILGATING

ANNUAL MENU GUIDE

NOVEMBER/DECEMBER

THE HOLIDAY ISSUE

SPECIAL GIFT GUIDE

HOLIDAY TRADITIONS

& ENTERTAINING

DUCK HUNTING



2020 Editorial Deadlines

JANUARY/FEBRUARY

AD SPACE DEADLINE: NOVEMBER 29

MATERIALS DUE: DECEMBER 2

CAMERA-READY ADS: DECEMBER 6

ON SALE: JANUARY 1

MARCH/APRIL

AD SPACE DEADLINE: JANUARY 30

MATERIALS DUE: FEBRUARY 3

CAMERA-READY ADS: FEBRUARY 7

ON SALE: MARCH 1

MAY/JUNE

AD SPACE DEADLINE: MARCH 27

MATERIALS DUE: MARCH 30

CAMERA-READY ADS: APRIL 3

ON SALE: MAY 1

JULY/AUGUST

AD SPACE DEADLINE: MAY 29

MATERIALS DUE: JUNE 1

CAMERA-READY ADS: JUNE 5

ON SALE: JULY 1

SEPTEMBER/OCTOBER

AD SPACE DEADLINE: JULY 31

MATERIALS DUE: AUGUST 3

CAMERA-READY ADS: AUGUST 7

ON SALE: SEPTEMBER 1

NOVEMBER/DECEMBER

AD SPACE DEADLINE: OCTOBER 2

MATERIALS DUE: OCTOBER 5

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

8% EARN UNDER \$50K
35% EARN \$50K TO \$100K
57% EARN OVER \$100K

GENDER

65% FEMALE
35% MALE

EDUCATION

78% HAVE COLLEGE DEGREE OR
HIGHER



Delta Magazine is a paid, subscription-based publication distributed in five Southeastern states with additional copies sold in bookstores and retailers.

Major Booksellers:

THE SOUTHEAST STATES

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

BARNES & NOBLE
BOOKS-A-MILLION

ALABAMA

Barnes & Noble, *Dothan*
Barnes & Noble, *Spanish Fort*

LOUISIANA

Barnes & Noble, *Baton Rouge*
Barnes & Noble, *Harvey*
Barnes & Noble, *Lafayette*
Barnes & Noble, *Mandeville*
Barnes & Noble, *Metairie*
Barnes & Noble, *Shreveport*
Books-A-Million, *Monroe*

TENNESSEE

Barnes & Noble, *Memphis*
Barnes & Noble, *Collierville*
Novel, *Memphis*

MISSISSIPPI

Books-A-Million, *Biloxi*
Books-A-Million, *Columbus*
Barnes & Noble, *Gulfport*
Books-A-Million, *Hattiesburg*
Books-A-Million, *Jackson I-55*
Books-A-Million, *Meridian*
Barnes & Noble, *Ridgeland*
Books-A-Million, *Southaven*
Barnes & Noble, *Tupelo*

Newsstands/Retailers:

MISSISSIPPI DELTA

Forty-Nine Commissary, *Belzoni*
Cat Head Folk Art & Music, *Clarksdale*
Rosson & Co., *Cleveland*
Cotton Row Bookstore, *Cleveland*
A&A Pharmacy, *Greenville*
Brown's Pharmacy, *Greenville*
Montage Marketplace, *Greenville*
Mississippi Gift Company, *Greenwood*
Turnrow Book Co., *Greenwood*
The Flower Basket, *Grenada*

B.B. King Museum, *Indianola*
Crown in Town Restaurant, *Indianola*
Indianola Pecan House, *Indianola*
Russell's Drugs, *Lexington*
Green Apple, *Rolling Fork*
The Crow's Nest, *Winona*
Downtown Marketplace, *Yazoo City*
Yazoo Drugs, *Yazoo City*
Lorelei Books, *Vicksburg*

ARKANSAS DELTA

Hunter's Pharmacy, *Lake Village*

STATEWIDE (MISSISSIPPI)

Lemuria Books, *Jackson*
Sullivan's, *Kosciusko*
Square Books, *Oxford*
Off Square Books, *Oxford*
Bookmart, *Starkville*



DELTA

M A G A Z I N E

2020 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

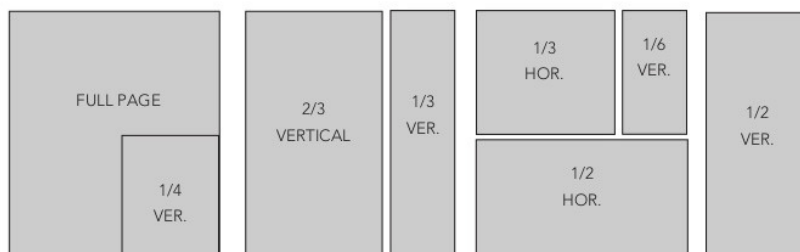
*pages 4, 5, 7 or 9

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



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: 10,100

INSTAGRAM: 10,100



TWITTER: 1,370

P.O. BOX 117
125 SOUTH COURT STREET
CLEVELAND, MS 38732
662.843.2700
WWW.DELTAMAGAZINE.COM

