

DELTA

M A G A Z I N E

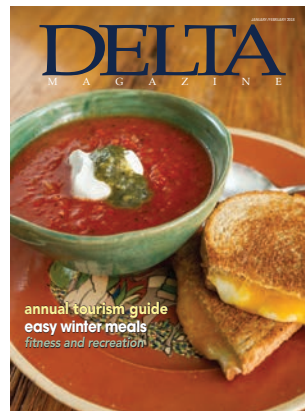


MEDIA KIT 2021



MISSION

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 CALENDAR

JANUARY/FEBRUARY

Annual Tourism & Travel Guide | CVB Spotlight | Health & Wellness | Restoring Georgianna
Ad space deadline: November 29 • Materials due: December 2 • Camera-ready ads: December 6 • On sale: January 1

MARCH/APRIL

Annual Spring Wedding Issue | Gardening Tips | Spring Festival Guide | Turkey Hunting
Ad space deadline: January 30 • Materials due: February 3 • Camera-ready ads: February 7 • On sale: March 1

MAY/JUNE

Spring & Summer Style Guide | Summer Travel Section | Enjoying the Outdoors
Ad space deadline: March 27 • Materials due: March 30 • Camera-ready ads: April 3 • On sale: May 1

JULY/AUGUST

Summer Entertaining | Designer Showcase | Garden Fresh Recipes | 4th of July Celebrations
Ad space deadline: May 29 • Materials due: June 1 • Camera-ready ads: June 5 • On sale: July 1

SEPTEMBER/OCTOBER

Outdoor & Hunting Guide | Fall Festivals | Fashion & Tailgating | Delta Dog Photo Contest
Ad space deadline: July 31 • Materials due: August 3 • Camera-ready ads: August 7 • On sale: September 1

NOVEMBER/DECEMBER

The Holiday Issue | Special Gift Guide | Holiday Traditions & Entertaining | Duck Hunting
Ad space deadline: October 2 • Materials due: October 5 • Camera-ready ads: October 9 • On sale: November 1

**All editorial content and deadlines subject to change.*



in every issue

Features
Book Reviews
Art
Music
Homes
Food
Recollections
History



READERS

circulation

60,000

copies distributed annually

10,000

print run per issue

33,000

readership per issue

47

number of states (including the UK)
boasting *Delta Magazine* readers

50+

vendors including local retailers and
Barnes & Noble and Books-a-Million locations
across the Southeastern United States.

household income

92%

earn \$50K or more

57%

earn over \$100K

gender

65%

are female

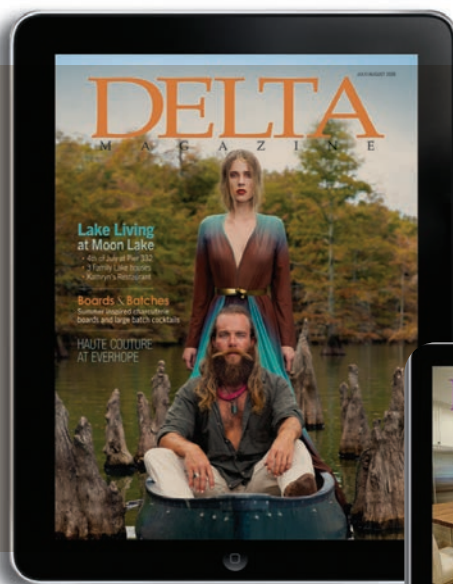
35%

are male

education

78%

have a college degree or higher



Print & Digital
subscriptions
are available.





DISTRIBUTION

major booksellers

THE SOUTHEAST STATES

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

BARNES & NOBLE | BOOKS-A-MILLION

ALABAMA

Barnes & Noble, Dothan
Barnes & Noble, Spanish Fort

Barnes & Noble, Metairie
Barnes & Noble, Shreveport
Books-A-Million, Monroe

Books-A-Million, Jackson I-55
Books-A-Million, Meridian
Barnes & Noble, Ridgeland
Books-A-Million, Southaven
Barnes & Noble, Tupelo

LOUISIANA

Barnes & Noble, Baton Rouge
Barnes & Noble, Harvey
Barnes & Noble, Lafayette
Barnes & Noble, Mandeville

MISSISSIPPI

Books-A-Million, Biloxi
Books-A-Million, Columbus
Barnes & Noble, Gulfport
Books-A-Million, Hattiesburg

TENNESSEE

Barnes & Noble, Memphis
Barnes & Noble, Collierville

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
B.B. King Museum, Indianola
Crown in Town Restaurant, Indianola
Indianola Pecan House, Indianola
Lina's Interiors & Antiques, Leland
Green Apple, Rolling Fork
Downtown Marketplace, Yazoo City
Yazoo Drugs, Yazoo City
Lorelei Books, Vicksburg

ARKANSAS DELTA

Hunter's Pharmacy, Lake Village, AR

TENNESSEE

Novel, Memphis

STATEWIDE (MISSISSIPPI)

The Flower Basket & Gifts, Charleston
The Flower Company, Grenada
Lemuria Books, Jackson
Sullivan's, Kosciusko
Russell's Drugs, Lexington
Olive Juice, Oxford
Provision Oxford, Oxford
Square Books, Oxford
Off Square Books, Oxford
Everyday Gourmet, Ridgeland
Bookmart, Starkville



2021 RATES

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

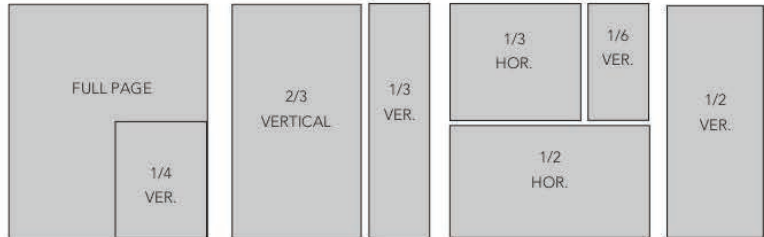
*pages 4, 5, 7 or 9

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.

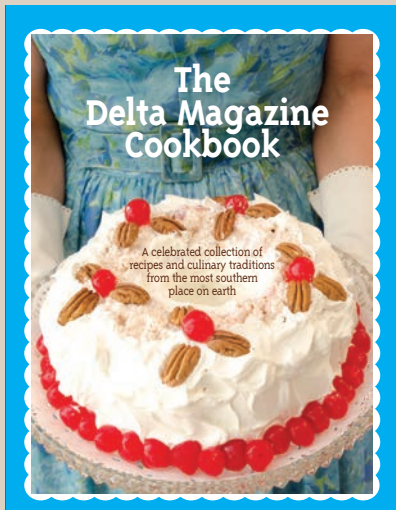
Please note the materials deadline for each issue. It is imperative that we receive photos, logos and information to create your ad by this date in order to meet publishing deadlines.

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

General advertising inquiries: advertising@deltamagazine.com



ACCOLADES

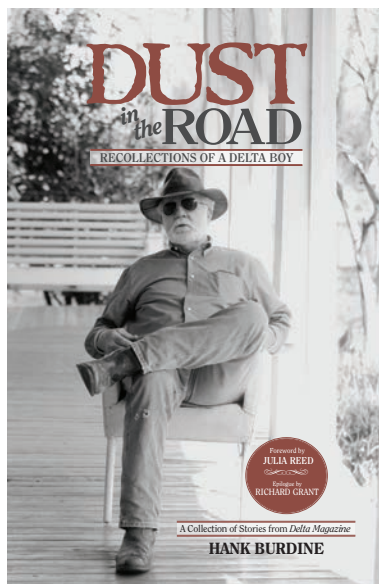


AWARDS & NOMINATIONS

- 2018 Research in Action Award for the Delta Region, Mississippi Tourism Association
- 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

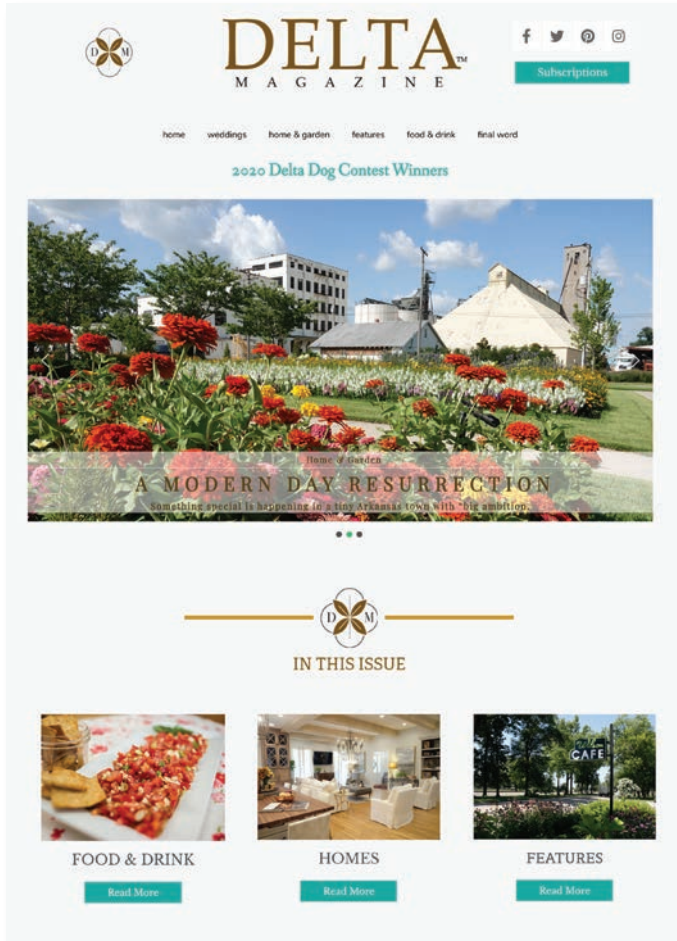
BOOKS PUBLISHED BY DELTA MAGAZINE

- Dust in the Road: Recollections of a Delta Boy*, 2018
- McCartys of Merigold, Mississippi, The Pottery*, 2016
- The Delta*, 2013
- A Delta Magazine Christmas*, 2013
- The Delta Magazine Cookbook*, 2011
- Mississippi Delta, Flood of 2011*





WEBSITE



Find us at: deltamagazine.com

Interact with *Delta Magazine* on our website which features multiple articles from each issue, an archive of our favorite recipes, advertising information, subscription renewals and our wedding registry. Driven by our social media and digital platforms, our website traffic is growing every year.

website metrics

(first three quarters of 2020)

New users: **24,731**

Page views: **70,096**

Avg. views /month: **5,500-7,500**

website ad options

The website ads (*on all pages in the sidebar, except the home page*) are as follows:

Small banner **300x50** for **\$250**

Medium rectangle **300x250** for **\$350**

Leaderboard **728x90** for **\$450**

Skyscraper **300x600** for **\$550**

specifications

- Website ads will be featured in sidebar of interior pages;
- File Formats: PNG, JPEG, GIF
- No Flash or HTML files
- Ad or materials due one week before issue is released

300x600

Skyscraper

300x250

Medium
Rectangle

300x50

Small
Banner

728x90

Large Leaderboard



THE EDIT

e-newsletter

Launched in January of 2019, The Edit has proved to be a successful and popular addition to our digital platform.

the Edit metrics

- Reaches approximately **25,000** opt-in subscribers
- Average open rate of **19.2%**
- Average click thru rate **4.2%**

bi-weekly e-newsletter

- First and third Wednesdays each month
- Content is interactive
- Ads are linked back to advertiser website

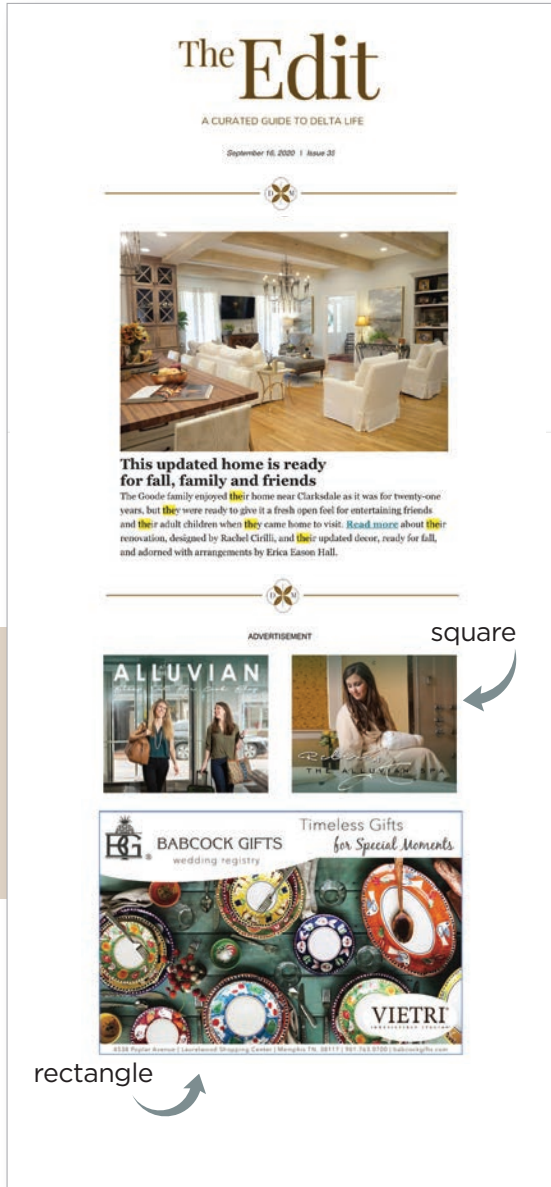
Advertising options per issue:

- Small Square **300** (w) x **250** (h) — **\$100**
- Large Rectangle **600** (w) x **400** (h) — **\$200**

- Ad or materials due one week before scheduled run date

sponsored content newsletter

- One e-newsletter mailing per advertiser, per issue
- Multiple social media shares for length of issue
- Advertiser provides video (Vimeo or YouTube) and/or high resolution images and 2-3 paragraphs
- Linked back to advertiser website
- \$800 per issue



SOCIAL MEDIA PLATFORMS

Our social media followers have increased by more than 25% in the last year alone. Follow us and join the fun!



@Delta.Magazine.MS

10,100
fans on Facebook



@deltamagazine

11,335
Instagram followers



@Delta_Mag

1,387
Twitter followers