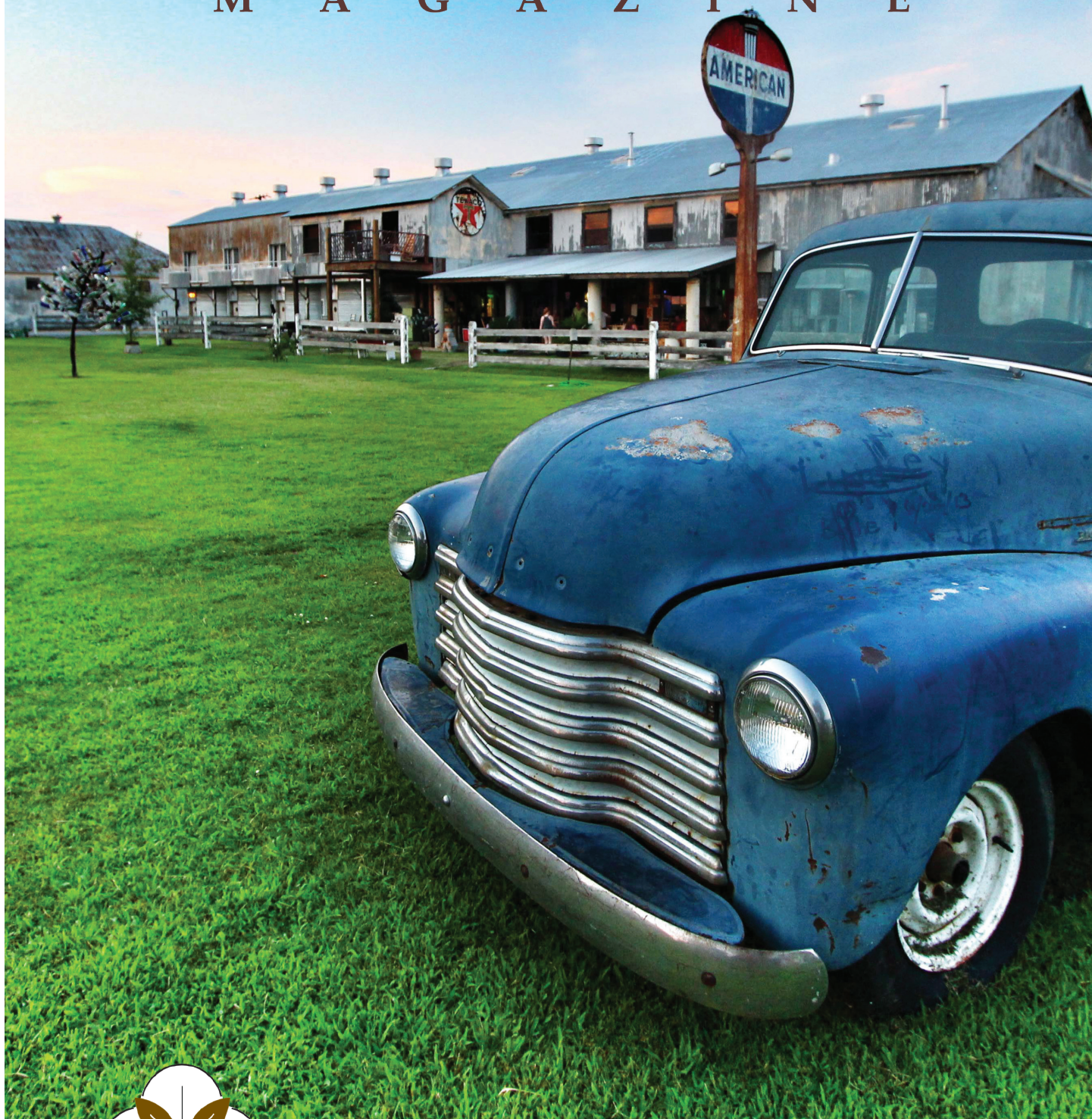
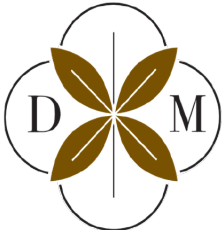


DELTA

M A G A Z I N E

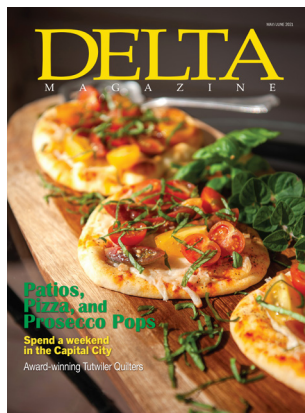


MEDIA KIT 2023



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 | Road Trips & Getaways | Delta Destinations | Health & Wellness

Ad space deadline: November 28 • Materials due: December 2 • Camera-ready ads: December 7 • On sale: January 1

MARCH/APRIL

Annual Wedding Issue | Seasonal Gardening Tips | Spring Festival Guide | Enjoying the Great Outdoors

Ad space deadline: January 30 • Materials due: February 3 • Camera-ready ads: February 8 • On sale: March 1

MAY/JUNE

Best of the Delta & Beyond | Shopping Local for Moms, Dads, & Grads | Outdoor Kitchens & Entertaining

Ad space deadline: March 24 • Materials due: March 29 • Camera-ready ads: April 5 • On sale: May 1

JULY/AUGUST

20th Anniversary Issue | Retrospective: A Look back & Reader favorites

Gameday Digs & Designer Dorm Rooms: Tips from the Pros | Cool Pools & Cabanas

Ad space deadline: May 26 • Materials due: June 2 • Camera-ready ads: June 8 • On sale: July 1

SEPTEMBER/OCTOBER

Outdoor & Hunting Focus | Delta Dog Photo Contest | College Football & Tailgating | Fall Festivals

Ad space deadline: July 28 • Materials due: August 3 • Camera-ready ads: August 9 • On sale: September 1

NOVEMBER/DECEMBER

The Holiday Issue | Special Holiday Gift Guide | Seasonal Traditions | Recipes & Entertaining

Ad space deadline: September 29 • Materials due: October 6 • Camera-ready ads: October 11 • On sale: November 1

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



in every issue

Features

Art

Music

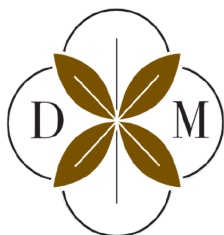
Homes

Food

History

Shopping

Hot Topics



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

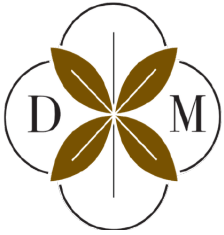
78%

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
Cleveland Collective, Cleveland
Cleveland Fresh, Cleveland
Cotton Row Bookstore, Cleveland
Rosson & Co., Cleveland
A&A Pharmacy, Greenville
Brown's Pharmacy, Greenville
Montage Marketplace, Greenville
Mississippi Gift Company, Greenwood
Osmanthus, Greenwood
Turnrow Book Co., Greenwood
B.B. King Museum, Indianola
Carriage House, Indianola
Crown in Town Restaurant, Indianola
Indianola Pecan House, Indianola
Lavender Lane, Indianola
Lina's Interiors & Antiques, Leland
Green Apple, Rolling Fork
Downtown Marketplace, Yazoo City
Yazoo Drugs, Yazoo City
Lorelei Books, Vicksburg

ARKANSAS DELTA

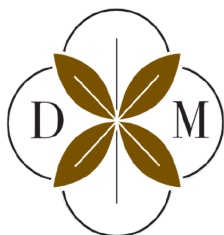
Hunter's Pharmacy, Lake Village, AR

TENNESSEE

Novel, Memphis

STATEWIDE (MISSISSIPPI)

The Flower Basket & Gifts, Charleston
Lost Gringos, French Camp
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
Persnickety, Madison
Everyday Gourmet, Ridgeland
Bookmart, Starkville
The Olive Tree, Starkville
Hammond Drugs, Winona



2023 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

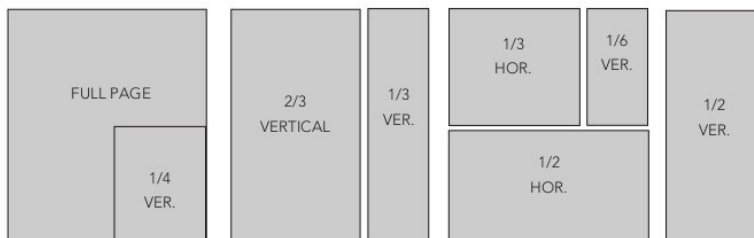
*pages 4, 5, 7 or 9

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:

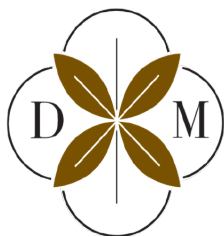
Upon request, our freelance graphic design team will create an ad at a nominal fee of \$25. Local photography may also be available for an additional \$25 fee. All photos submitted to production MUST be at a resolution of at least 300 dpi.

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.

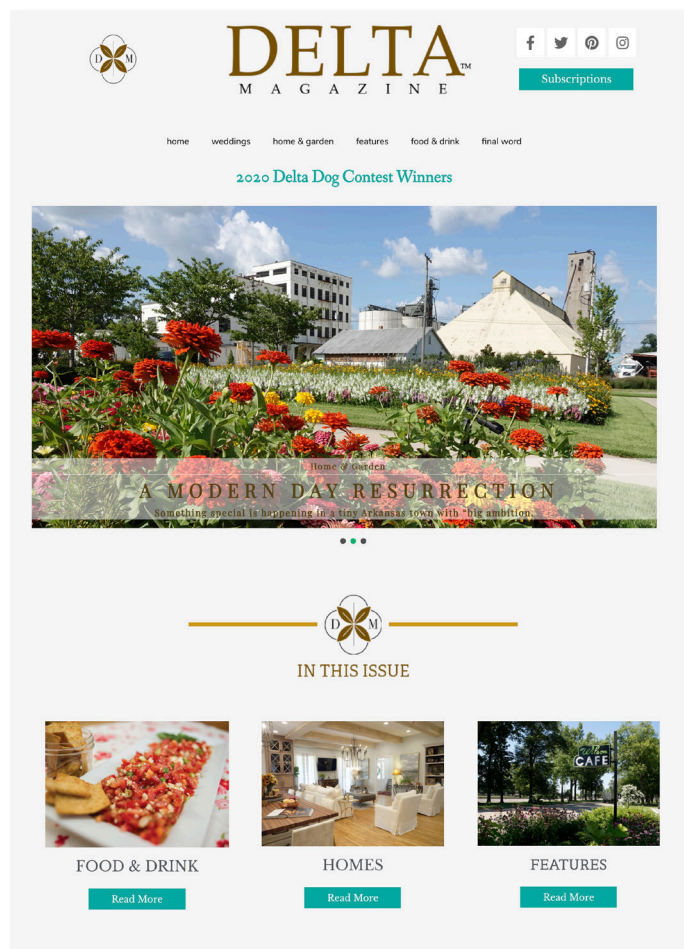
Delta Magazine is not responsible for poor printing quality due to low resolution photography.

General advertising inquiries: advertising@deltamagazine.com

Ask us about print + digital bundles and get more bang for your buck!



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

(Jan-Aug 2022)

Sessions: **39,363**

Page views: **81,383**

Avg. views /month: **10,175**

** monthly views up 55% for the same period last year*

website ad options

The website ads (located in the sidebar on all pages, 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**

** each ad will run for the duration of one month unless otherwise specified*

300x600

Skyscraper

300x250

Medium
Rectangle

300x50

Small
Banner

728x90

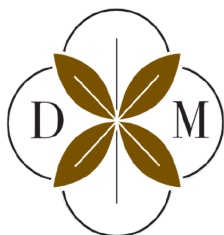
Large Leaderboard

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 at least one week before placement starts

Ask us about print + digital bundles and get more bang for your buck!

125 S. Court Street | PO Box 117 | Cleveland, MS 38732 | 662.843.2700 | deltamagazine.com



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 **28,000** opt-in subscribers
- Average open rate of **20%**

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) — **\$150**
Large Rectangle **600** (w) x **400** (h) — **\$300**

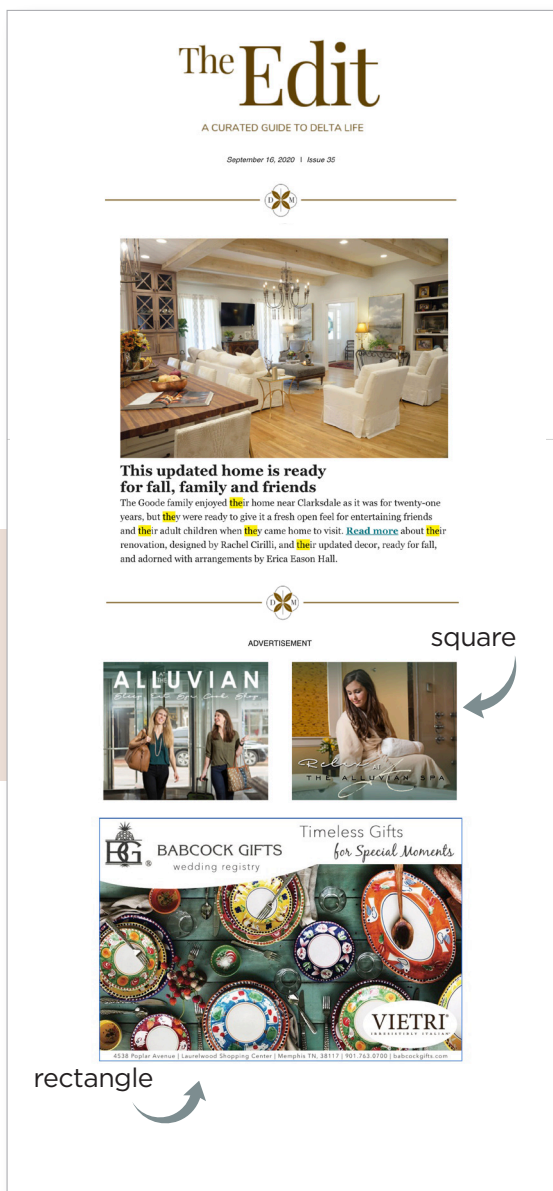
- Ad or materials due one week before scheduled run date

sponsored content newsletter

- Custom e-newsletter tailored to advertiser request
- Content is interactive and links to specified advertiser website
- Advertiser provides all content including high resolution images, any video, and 2-3 paragraphs of copy
- \$1,000 per issue

Advertising options on our Social Media Platforms:

- One-time Sponsored social media post—\$250
- Advertiser provides photos and copy
- Reaching all platforms
- Shared to stories



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

11,854
followers on Facebook



@deltamagazine

13,500
Instagram followers



@Delta_Mag

1,387
Twitter followers