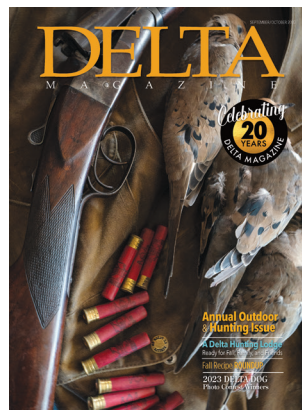
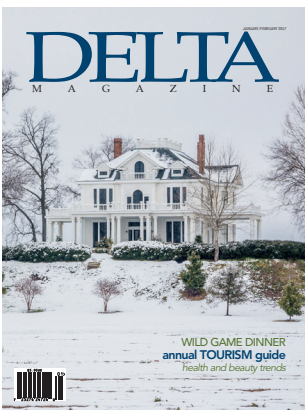
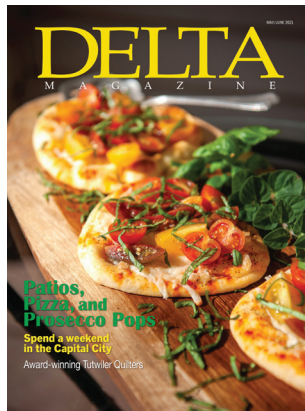
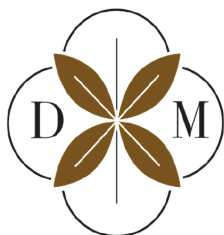


MISSION

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:

**Trips & Getaways | Delta Detours ad Section | Town Spotlight | Health & Wellness—meet your Doctors
Home Decor | Winter Food | Hunting | Personal Profiles**

Ad space deadline: November 30 • Materials due: December 1 • Camera-ready ads: December 9 • On sale: January 1

MARCH/APRIL:

**Delta Weddings & Celebrations | Bridal Registry | Spring Gardening Tips | Festivals
Outdoor Recreation | Turkey Season | Spring Recipes**

Ad space deadline: January 26 • Materials due: February 1 • Camera-ready ads: February 8 • On sale: March 1

MAY/JUNE:

**Shopping Local for Moms, Dads, & Grads | Spring Parties & Entertaining
Summer Destinations & Activities | Food | Family Fun | Town Spotlight**

Ad space deadline: March 29 • Materials due: April 1 • Camera-ready ads: April 9 • On sale: May 1

JULY/AUGUST:

**Interior Design Issue | Delta Fishing Holes | Town Spotlight | Summer Travel
Lake Days | MUSIC | Summer Crafts & Treats | Recipes for the Garden's Bounty**

Ad space deadline: May 26 • Materials due: June 1 • Camera-ready ads: June 9 • On sale: July 1

SEPTEMBER/OCTOBER:

**Outdoor & Hunting/Sporting Focus | Results of Delta Dog Photo Contest | Cabins
Football & Tailgating | Festivals | Fall Food | Pumpkins, Halloween and Fall Decor**

Ad space deadline: July 29 • Materials due: August 6 • Camera-ready ads: August 10 • On sale: September 1

NOVEMBER/DECEMBER:

**Seasonal Traditions | Holiday Homes & Decor Tips | Parties, Recipes & Entertaining Tips
Family Fun | Special Holiday Gift Guide | Town Holiday Ad Co-Ops**

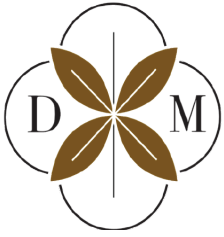
Ad space deadline: September 29 • Materials due: October 4 • Camera-ready ads: October 8 • On sale: November 1

**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

states (*plus the UK*) boasting
Delta Magazine readers

50+

vendors including local retailer,
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 at
deltamagazine.com





DISTRIBUTION

major booksellers

THE SOUTHEAST STATES

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

BARNES & NOBLE | BOOKS-A-MILLION

ALABAMA

Barnes & Noble, Birmingham
Barnes & Noble, Dothan
Barnes & Noble, Huntsville
Barnes & Noble, Spanish Fort
Barnes & Noble, Tuscaloosa

ARKANSAS

Barnes & Noble, Little Rock

FLORIDA

Barnes & Noble, Destin

GEORGIA

Barnes & Noble, Atlanta

LOUISIANA

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

MISSISSIPPI

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

Books-A-Million, Hattiesburg

Books-A-Million, Meridian

Barnes & Noble, Ridgeland

Books-A-Million, Southaven

Barnes & Noble, Tupelo

TENNESSEE

Barnes & Noble, Brentwood

Barnes & Noble, Collierville

Barnes & Noble, Memphis

OTHER NATIONWIDE LOCATIONS

Delta Magazines are also distributed and sold in Barnes & Noble bookstores in Hingham, Massachusetts, New York City, New York, and Lancaster, Pennsylvania and at City Newsstand in Chicago and Evanston, Illinois.

newsstands/retailers

MISSISSIPPI DELTA

Cat Head Folk Art & Music, Clarksdale
MagPie Gift & Art, Clarksdale
Cotton Row Bookstore, Cleveland
Grammy Museum Mississippi, Cleveland
Mod and Proper, Cleveland
Neysa's Fireside Shop, Cleveland
Shoppes on Main, Greenville
Mississippi Gift Company, Greenwood
Lavender Lane, Indianola
Lagniappe, Leland
The 1902 Brocante, Leland
Lorelei Books, Vicksburg
Downtown Marketplace, Yazoo City
Yazoo Drugs, Yazoo City

LOUISIANA

The Painted Petal, Lake Providence

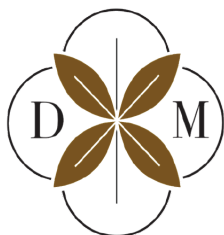
TENNESSEE

Novel, Memphis

STATEWIDE (MISSISSIPPI)

Howell & Heggie Drug Co., Durant
The Flower Company, Grenada
Gift Box, Grenada
Blume Floral Co., Gluckstadt
Lemuria Books, Jackson
Sullivan's, Kosciusko
Gina Diamond's Flower Co., Madison
Olive Juice, Oxford
Provision Oxford, Oxford
Square Books, Oxford
Off Square Books, Oxford
The Olive Tree, Starkville
Hammond's Drugs, Winona

Interested in being a Delta Magazine retail vendor? Call our office at 662-843-2700.



2027 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

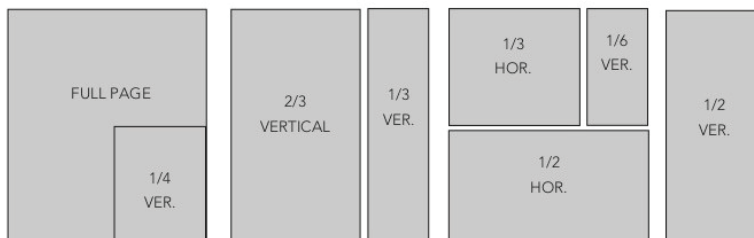
*pages 4, 5, 7 or 9

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 decline any advertisement, or to edit or reject any copy or photos we deem inappropriate for publishing.**

Production Fees & Materials:

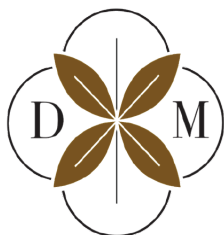
Upon request, our freelance graphic design team will create an ad at a nominal fee of \$25. Local photography may also be available for an additional \$25 fee. All photos submitted to production MUST be at a resolution of at least 300 dpi.

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.

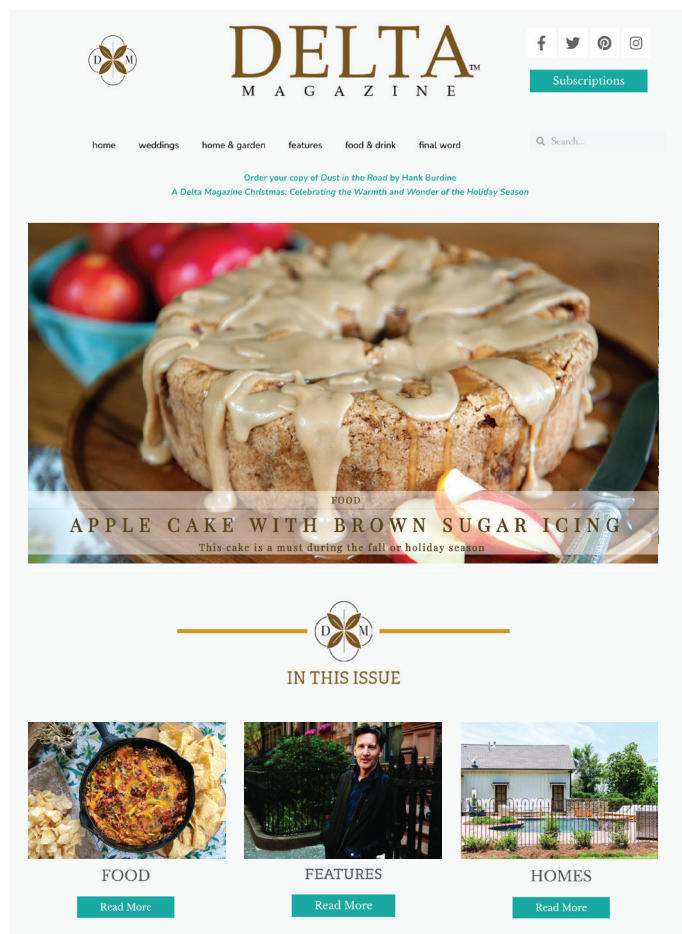
Delta Magazine is not responsible for poor printing quality due to low resolution photography.

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
Avg. views / month: **10K-11K**

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.

- Website traffic is driven by our social media and digital platforms and continues to grow every 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 \$895

Skyscraper 300x600 for \$695

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

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

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



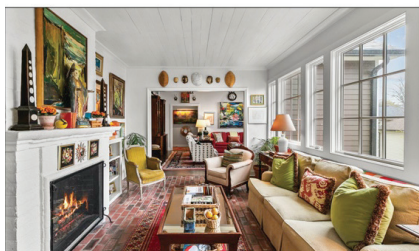
DIGITAL PLATFORMS

THE EDIT: E-NEWSLETTERS

The Edit

A CURATED GUIDE TO DELTA LIFE

September 16, 2020 | Issue 35



For the Love of Art

Once a college-town duplex, this comfortable cottage was radically transformed into an art-filled haven. After completing two major renovations on a house near Oxford's historic square, the Koury family says they have no intention of leaving their "forever" home. [Click here](#) to read the story by Terri Glazer from our May/June issue.



banner



horizontal



vertical

THE BEST OF MISSISSIPPI SHIPPED TO THEIR DOOR!



SHOP NOW

MSGIFTS.COM • 1-800-467-7763 • 300 HOWARD STREET IN DOWNTOWN GREENWOOD, MS 38930

The EDIT: weekly e-newsletter

The EDIT is a weekly newsletter published every Wednesday of the month. It includes content from Delta Magazine as well as other information, current events, and special articles relevant to our readers.

The content is interactive with all ads and photos linking back to the advertiser's website.

the edit ad options

Banner **600x200** for **\$150**

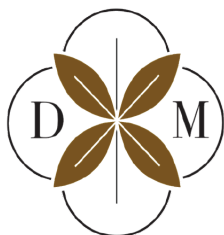
Horizontal **600x400** for **\$200**

Vertical **400x600** for **\$350**

Ad or materials due one week before scheduled run date.

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

The Edit reaches approximately **22,000** opt-in subscribers, and has an average open MMP rate of **30%**



DIGITAL PLATFORMS

THE EDIT: E-NEWSLETTERS

The Edit
A CURATED GUIDE TO DELTA LIFE

SPONSORED EDITION

Pre-Order New Ole Miss Football Book: *A Season To Remember*



A Season To Remember
2025-2026
PHOTOGRAPHS & ESSAYS



Talent, Turmoil, Betrayal, Resilience
and the Greatest Season in Modern Ole Miss Football

Introduction by Chancellor Emeritus Robert C. Khayat
Contributions by
Rick Cleveland • Chase Parham • Jeff Robinson • Chuck Rounsville • Sparky Reardon • Neil White

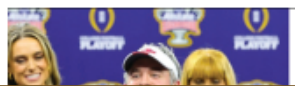
Pre-Order Now!

Publication date: May 15, 2026 • **Limited Press Run**

[Click here to pre-order from The Publisher](#)

"Ole Miss football is the most compelling story in the sport today!"
— Paul Finebaum, ESPN

Relive every moment of "the greatest story in college football" — from the emergence of Trinidad to a coach abandoning his team headed into the College Football Playoff, from the selection of a new, unassuming head coach to the Rebels' sensational playoff run, and from building one of the nation's top transfer portal classes to a Mississippi judge lambasting the NCAA. All this and more — illustrated with stunning photographs to capture every climactic scene on and off the field.



Introduction: "I Thought I'd Never See It"
© Chronicle Books, 2026

The EDIT: sponsored content option

Sponsored Edit specifications:

- 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
- **\$1,500 per issue**

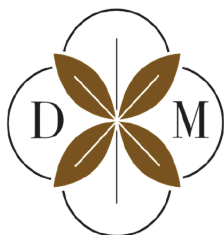
advertiser testimonials

"I appreciate the broad audience that Delta Magazine reaches for my ads. It has incredible stories that add to the shelf life of the magazine and allows more people to view my ads. So many other magazines just have articles with no substance and that is one of the main reasons that I advertise consistently in Delta Magazine. It also connects Oxford residents to so many people in the Delta."

Tim Phillips, Crye-Leike Real Estate, Oxford

"I was pleasantly surprised at how well the sponsored edition of The Edit worked for us. We were promoting pre-orders for A Season to Remember — and we recouped our investment in less than two hours! And that was just the beginning. Coopwood Communications clearly has a loyal and dedicated following. I feel lucky, as an advertiser, to be able to tap into that goodwill to promote books I think their readers will enjoy."

Neil White
Creative Director & Publisher
The Nautilus Publishing Company



SOCIAL MEDIA

SOCIAL MEDIA PLATFORMS

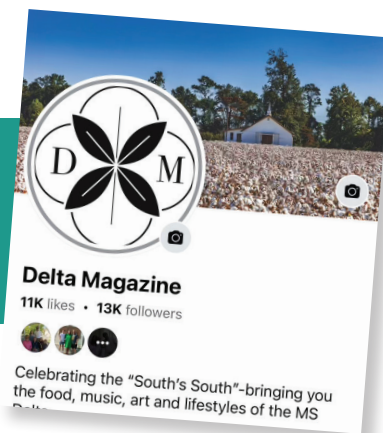
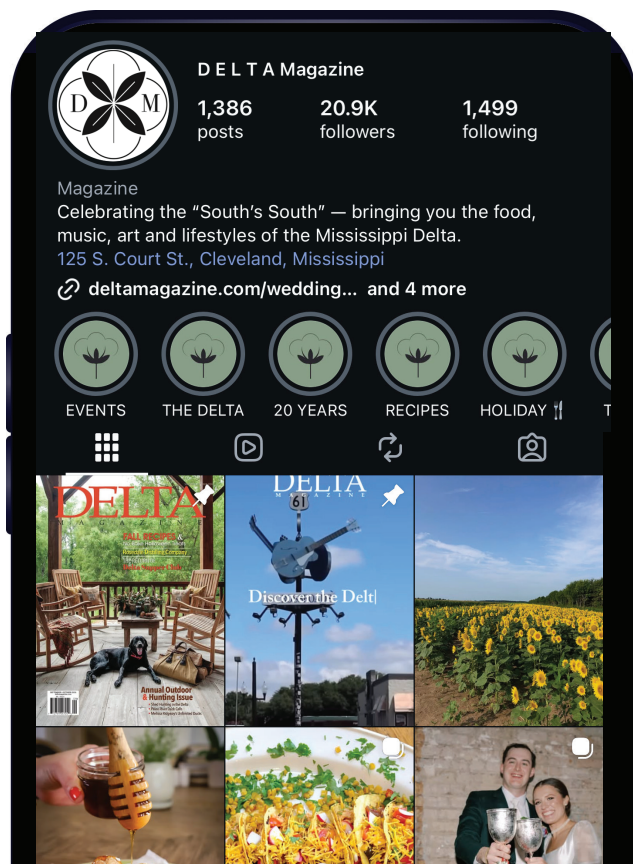
Delta Magazine's vibrant social media following has a high engagement rate and continues to grow with each year. Follow us and join the fun!

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

Social Media specifications:

- One-time Sponsored social media post—\$350
- Options: Shared as posts on **Facebook** or to stories on **Instagram**
- Advertiser provides photos and copy
- Ad or materials due one week before scheduled run date.

Our social media following has increased by over 30% in the last year.



@Delta.Magazine.MS

14,228

followers on Facebook



@deltamagazine

20,900

Instagram followers

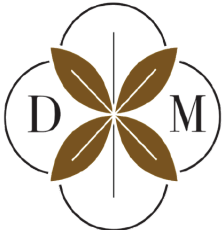


@Delta_Mag

1,260

Twitter followers

****DISCLAIMER:** Delta Magazine's Editorial team must approve all ads posted on our social media platforms. Delta Magazine reserves the right to decline any advertisement.



ACCOLADES



AWARDS & NOMINATIONS

2022 Best Overall Traditional Media, Mississippi Tourism Association

2018 Research in Action Award for the

Delta Region, Mississippi Tourism Association

2017 Best Regional Cover Design Finalist, Folio Awards

2015 Travel Media Award, 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

McCartys of Merigold, Mississippi, The Jewelry, 2023

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

