Nashville Interiors

MEDIA KIT | 2027

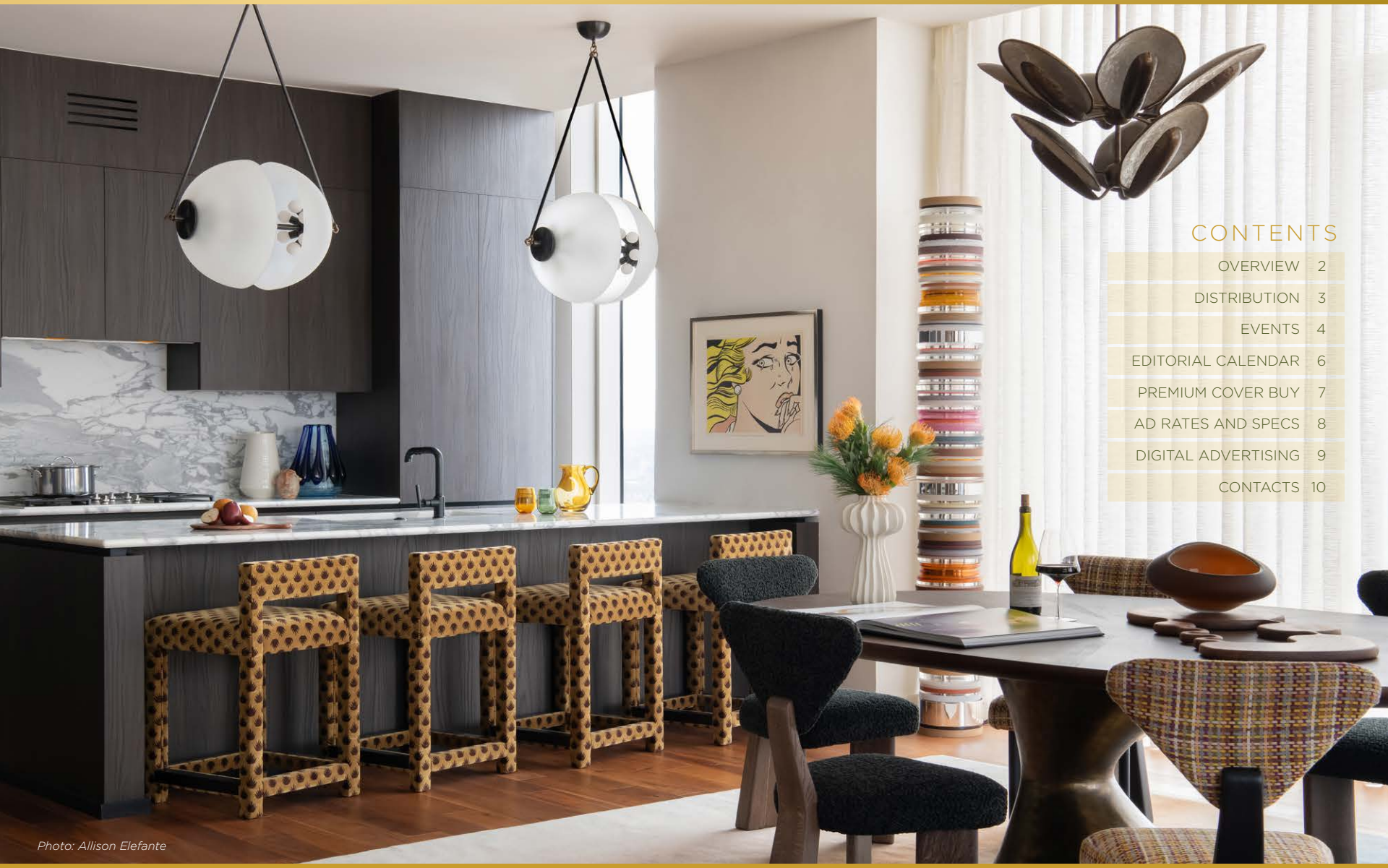


Photo: Allison Elefante

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OVERVIEW

Nashville Interiors is a visual showcase for design, art and architecture in Middle Tennessee, and the premier resource for the designers, builders, makers and creators who support the local design and build community.

We feature local residential and commercial design projects, area developments, interesting spaces, fine artists and galleries, and fabricators and makers.



27 YEARS PUBLISHED In print since 2000

FREQUENCY 6 issues yearly, distributed bi-monthly

CIRCULATION 6,000–8,000 copies per issue

ANNUAL CIRCULATION 36,000–48,000 copies

READERSHIP 18,000–24,000 per issue

ANNUAL READER IMPRESSIONS 108,000–144,000

READERS Those involved in the building and design industry, including architects, designers, builders, artists, makers and developers as well as residents of Middle Tennessee who appreciate local building and design trends.

DISTRIBUTION *Nashville Interiors* is distributed for free at more than 400 locations across Middle Tennessee.

> "*Nashville Interiors* has been an invaluable partner for my business, opening doors I couldn't have reached alone. I'm grateful for their dedication to our industry and community."
>
> **JESSICA DAVIS**, *Principal* JL DESIGN



DISTRIBUTION

Nashville Interiors magazine can be found at more than 400 locations across Middle Tennessee, as well as at design events, home shows, trade resources and through mail-order subscriptions. Our digital issue expands the print reach, shared through our social media channels and email newsletter.

LOCATIONS Retailers, Designer Showrooms, Hotels, Salon/Med Spas, Realtors, Trade Resources, Art Galleries, Financial Institutions

SUBSCRIPTIONS Readers across the country subscribe to *Nashville Interiors*, and the magazine is delivered directly to their doorstep.

DIRECT TO TRADE *Nashville Interiors* is delivered directly to the top interior designers, architects, builders and developers across Middle Tennessee, as well as mailed to marketing and C-suite level executives at top design brands across the country,

DIGITAL EDITION Each print issue of *Nashville Interiors* exists forever online as a digital edition, with direct links embedded in the advertising and editorial, extending the reach of the print edition.

> “Since we opened our Nashville showroom in 2019, *Nashville Interiors* has been an incredible resource and crucial to our success. Advertising with them from day one connected us with our ideal clients and generated valuable leads—including our first Nashville sale! Thanks to their efforts, we’ve met top designers, gained direct business, and participated in a variety of events. We highly recommend *Nashville Interiors*.”

Robert Hughes, *Global Business Director*
CHRISTOPHER PEACOCK



EVENTS

Bring Nashville's design community into your showroom, studio or space through a *Nashville Interiors* event partnership. We work with each host to create an experience that introduces guests to the brand, encourages meaningful connections and supports continued visibility before and after the event.

ISSUE-RELEASE EVENT | PREMIUM COVER BUY **$32,500**

A *Nashville Interiors* issue-release event is included in the Premium Cover Buy and Signature Partner package. This experience includes an editorial feature, professional photography, event planning and additional promotional support.

CUSTOM EVENT PARTNERSHIP STARTING AT **$5,000**

Nashville Interiors can develop a customized event partnership for brands seeking a larger or more specialized experience. Opportunities may include showroom openings, product launches, private dinners, designer conversations, home tours and community events.

CUSTOM PROPOSALS MAY INCLUDES:

- Event concept development
- Strategic guest-list collaboration
- Email and social media promotion before and after
- *Nashville Interiors* hosting or moderation
- Sponsor integration
- Professional photography or video
- Editorial or post-event coverage

SIP & SEE STARTING AT **$3,500**

Invite Nashville's design community to experience a new showroom, collection, installation, product launch or completed space through a *Nashville Interiors* Sip & See.

INCLUDES:

- Event concept and promotional planning
- *Nashville Interiors* co-branding
- Collaborative development of a targeted guest list
- One featured newsletter placement
- Social media: Pre-event promotion, live story coverage and post-event recap
- *Nashville Interiors* representative in attendance

Venue, food, beverages, rentals, staffing, professional photography and entertainment are not included unless specifically outlined in the event agreement.

CONTINUED...



Nashville Interiors

EVENTS CONTINUED...

COCKTAIL HOUR

STARTING AT **$2,750**

Host an intimate cocktail hour designed to introduce guests to your showroom, products, services or latest work. *Nashville Interiors* will collaborate with you on the concept, invitation strategy and guest experience.

INCLUDES:

- Event concept consultation
- *Nashville Interiors* co-branding
- Collaborative development of the guest list
- Digital event promotion
- *Nashville Interiors* representative in attendance
- Social media coverage during or following the event

Venue, food, beverages, rentals, staffing, professional photography and entertainment are not included unless specifically outlined in the event agreement.

EDUCATIONAL PANEL

STARTING AT **$1,250**

Position your business as a knowledgeable industry resource by hosting an educational conversation in your showroom or space. *Nashville Interiors* will collaborate with you to develop a relevant topic and connect the discussion to our local design, building, art and creative communities.

INCLUDES:

- Collaborative development of the panel topic
- *Nashville Interiors* branding and event affiliation
- Promotional inclusion on *Nashville Interiors*' digital channels
- Assistance identifying and inviting an appropriate audience
- *Nashville Interiors* representative in attendance
- Post-event social media recognition

Speaker recruitment, professional moderation, photography, video and extensive event production may be quoted separately.

TURNKEY EVENT PRODUCTION For hosts seeking a fully coordinated experience, *Nashville Interiors* works with preferred event partner VIP Events to provide turnkey event production. From catering and bar service to rentals, staffing, setup and breakdown, VIP Events can manage the details while *Nashville Interiors* focuses on bringing the right audience, promoting the event and creating a meaningful brand experience. Turnkey event services are customized for each event and quoted separately based on scope, attendance and production needs.

EVENT TERMS Event rates are starting prices and may vary based on attendance, location, duration, production requirements and requested services. Venue fees, catering, beverages, rentals, entertainment, photography, video and outside staffing are not included in the base event rate unless specifically stated in the agreement. Event dates are subject to availability. Final event concepts, promotional materials, guest lists and brand partnerships are subject to *Nashville Interiors*' approval.



EDITORIAL CALENDAR

Nashville Interiors publishes bi-monthly (6 issues), as well as an *annual resource catalog*, a luxury, coffee-table quality book, showcasing the best in Nashville design in 2027.

ANTIQUES & GARDEN SHOW | VOL. 52
January / February 2027

NASHVILLE DESIGN WEEK | VOL. 53
March / April 2027

HOSPITALITY DESIGN | VOL. 54
May / June 2027

PUBLISHER'S SPECIAL | VOL. 55
July / August 2027

THE PARADE OF HOMES | VOL. 56
September / October 2027

RENOVATIONS AND REMODELS | VOL. 57
November / December 2027

> "We've been advertising our luxury homes in *Nashville Interiors* for over a decade, and it's a perfect match for us! The quality of both the style and content just keeps getting better with every issue, especially under Hollie Deese's leadership."

Lisa Underwood, *Marketing Director*
LEGEND HOMES



PREMIUM COVER BUY

The *Nashville Interiors* cover is our most coveted spot, providing maximum visibility for any brand. Our Premium Cover Buy Package not only offers superior brand recognition and exposure, but includes our support to help further leverage this to your advantage.

8+ PAGE EDITORIAL FEATURE SPREAD Let us tell your story. From crafting your in-depth feature article to capturing your brand in stunning, professional photos which are yours to keep, we handle everything.

8,500 ISSUES PRINTED AND DISTRIBUTED Our distribution channels put your publication front-and-center in the hands of Nashville's best designers, builders, architects and keeps your business top-of-mind with their trend-savvy clients.

NASHVILLE INTERIORS RELEASE PARTY This is where our family meets yours. Release events are always well-supported and attended by members of the design community and area trade professionals. We work with you to curate invitations to leverage your success.

RELEASE EVENT PHOTOGRAPHY *Nashville Interiors* is legendary for our generous use of beautiful imagery. We provide these same talented professionals to document every special moment of your event.

SPIRITS FOR OPEN BAR We provide the bartenders and top-shelf libations for your guests to celebrate your continued success. So have one on us. It's all part of the package.

RATE $32,500

Interior spaces only for the cover.
Publisher has final decision on cover image selection.

Nashville Interiors

2027 ADVERTISING PACKAGES

Our packages are designed to provide consistent, strategic visibility across *Nashville Interiors*' print, digital, social and event platforms. Custom packages, adjustments and upgrades are available.

SIGNATURE PARTNER $42,500

DESIGNED FOR Brands seeking *Nashville Interiors*' highest level of editorial, event and year-round advertising visibility.

INCLUDES

- One Premium Cover Buy
- Editorial feature of eight or more pages
- Professional photography
- *Nashville Interiors* issue-release event at the advertiser's location
- Six additional full-page advertisements—one in every issue
- Six newsletter sponsorships
- Six original social media campaigns, each including one feed post and a three-frame story series
- Two dedicated advertiser emails
- Live advertiser links in all digital issues
- Premium annual website directory placement
- First consideration for relevant panels, editorial opportunities and *Nashville Interiors* events

APPROXIMATE VALUE $56,000+

PARTNER $22,000

DESIGNED FOR Advertisers seeking consistent, year-round visibility in print, email, social media and Nashville's design community.

INCLUDES

- Six full-page advertisements—one in every issue
- One *Nashville Interiors*-hosted cocktail hour
- Six newsletter sponsorships
- One dedicated advertiser email
- Three original social media campaigns, each including one feed post and a three-frame story series
- Live advertiser links in all six digital issues
- Annual website directory listing

APPROXIMATE VALUE $24,000–$25,000

INTRODUCTION $6,500

DESIGNED FOR Businesses beginning an advertising relationship with *Nashville Interiors*.

INCLUDES

- Choice of two full-page advertisements or four half-page advertisements
- One featured newsletter placement
- Two social media story shares
- Live advertiser links in each corresponding digital issue

APPROXIMATE VALUE $7,750–$8,200

TECHNICAL SPECIFICATIONS

PDF-x1a format is ideal for best reproduction. 300 dpi TIF files are acceptable.

CMYK or Grayscale only. RGB, index and LAB colors are not acceptable.

AD SIZE	TRIM	BLEED	SAFE AREA
2-PAGE SPREADS	18" x 10.875"	18.25" x 11.125"	16.75" x 9.675"
FULL PAGE & COVERS	9" x 10.875"	9.25" x 11.125"	7.75" x 9.675"
HALF PAGE HORIZONTAL	n/a	n/a	7.75" x 4.73"
HALF PAGE VERTICAL	n/a	n/a	3.7917" x 9.625"

AD SUBMISSIONS Email your ad or provide a download link to hollie@nashvilleinteriors.com

2027 PRINT ONLY AD RATES

PURCHASE COMMITMENT	ONE ISSUE	TWO ISSUES	THREE ISSUES	FOUR ISSUES	FIVE ISSUES	SIX ISSUES
HALF PAGE	$2,500	$2,250 ea.	$2,050 ea.	$1,800 ea.	$1,500 ea.	$1,300 ea.
FULL PAGE	$3,750	$3,375 ea.	$3,000 ea.	$2,625 ea.	$2,400 ea.	$2,150 ea.
2-PAGE SPREAD	$6,500	$5,800 ea.	$5,200 ea.	$4,500 ea.	$4,250 ea.	$4,000 ea.
CLOSING SPREAD	$7,500	$6,750 ea.	$6,000 ea.	$5,250 ea.	$4,800 ea.	$4,500 ea.
OPENING SPREAD	$8,750	$7,900 ea.	$7,000 ea.	$6,200 ea.	$5,400 ea.	$5,000 ea.
BACK COVER	$9,500	$8,600 ea.	$7,650 ea.	$6,750 ea.	$6,200 ea.	$5,600 ea.

PREMIUM COVER BUY $32,500

Includes an eight-page or longer editorial feature, professional photography and a *Nashville Interiors* issue-release event at the advertiser's location. Additional benefits and production details are outlined in the Premium Cover Buy section

DIGITAL ADVERTISING

Nashville Interiors.com

Connect with *Nashville Interiors*' engaged audience through targeted email and social media opportunities. Our digital offerings help brands extend their visibility beyond print and reach readers through the platforms they use every day.



EMAIL NEWSLETTER

NEWSLETTER SPONSOR — $750
Premium sponsor recognition within a *Nashville Interiors* editorial newsletter. Includes prominent logo placement, an advertiser image, brief promotional copy and a direct link.

FEATURED NEWSLETTER PLACEMENT — $500
A sponsored content block within a *Nashville Interiors* newsletter. Includes one image, up to 75 words of advertiser-provided copy and a direct link.

DEDICATED ADVERTISER EMAIL — $1,500
An exclusive email focused entirely on one advertiser, with no competing advertising. Includes advertiser images, promotional copy, calls to action and direct links.

THREE DEDICATED ADVERTISER EMAILS — $4,000
A series of three exclusive emails scheduled throughout the contract period.

SIX NEWSLETTER SPONSORSHIPS — $3,900
Premium sponsor placement in six *Nashville Interiors* newsletters.

NEWSLETTER SPONSOR + SOCIAL POST — $1,250
One newsletter sponsorship paired with one original *Nashville Interiors* social media feed post.

DEDICATED EMAIL + SOCIAL CAMPAIGN — $2,000
One dedicated advertiser email paired with one original feed post and a three-frame story series.

SOCIAL MEDIA

SOCIAL MEDIA STORY SHARE — $250
One story sharing advertiser-provided content, including a tagged account and direct link when available.

THREE-FRAME STORY SERIES — $350
A coordinated series of three story frames featuring advertiser images, messaging, tags and links.

ADVERTISER-PROVIDED FEED POST — $500
One feed post using advertiser-supplied imagery and approved copy.

ORIGINAL NASHVILLE INTERIORS FEED POST — $650
One custom feed post curated and written by *Nashville Interiors* using approved advertiser assets.

INSTAGRAM COLLABORATION POST — $750
One original feed post published as a collaboration between *Nashville Interiors* and the advertiser, subject to platform availability and account approval.

INSTAGRAM + FACEBOOK FEED PLACEMENT — $750
One coordinated feed post published across the *Nashville Interiors* Instagram and Facebook accounts.

SOCIAL MEDIA CAMPAIGN — $900
One original *Nashville Interiors* feed post paired with a coordinated three-frame story series.

SOCIAL CAMPAIGN + NEWSLETTER PLACEMENT — $1,250
One original feed post, a three-frame story series and one featured newsletter placement.

EVENT SOCIAL COVERAGE — STARTING AT $750
On-site social coverage of an advertiser event, including real-time story content, account tags and event highlights. Travel, extended coverage, professional photography and video production may be quoted separately.



CONTACT US

We're focused on fine home builds, renovations, art and interior design in Middle Tennessee. These elements not only reflect who we are, but also remind us of where we've been and inspire our future.

As you flip through our pages, we hope to inspire you to think differently about your investment in your space, the space that reflects your loves, your passions, and your desires.



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