

SOUTH MISSISSIPPI Living

Reflections of the Gulf Coast

2012 MEDIA KIT

Our Mission

Published each month and read by over 65,000* Coast residents and visitors, *South Mississippi Living* is the area's largest lifestyle magazine.

Through stunning photography and design, compelling writing and a staff that knows and loves South Mississippi, we bring the unique culture and vibrant communities along the Coast to life within our colorful pages.

South Mississippi Living takes readers on a journey of discovery of colorful people, charming homes, delicious restaurants, amazing outdoor adventures, unique events and exciting new projects that blend together to reflect life on the Gulf Coast.

And, we provide this beautiful magazine free – *South Mississippi Living* is not only the largest lifestyle magazine in the region, but it is also the best value!

Michael Sunderman
President & Publisher

South Mississippi's Largest Lifestyle Magazine

- **Largest Circulation:** 15,000+ copies printed and distributed each month with a 99.5% pick up rate!
- **Largest Distribution:** Over 500 distribution partners within Hancock, Harrison and Jackson County.
- **Largest Readership:** Each month, 60,000* readers enjoy *South Mississippi Living*. Add in our online readers and that takes our readership well over 65,000.

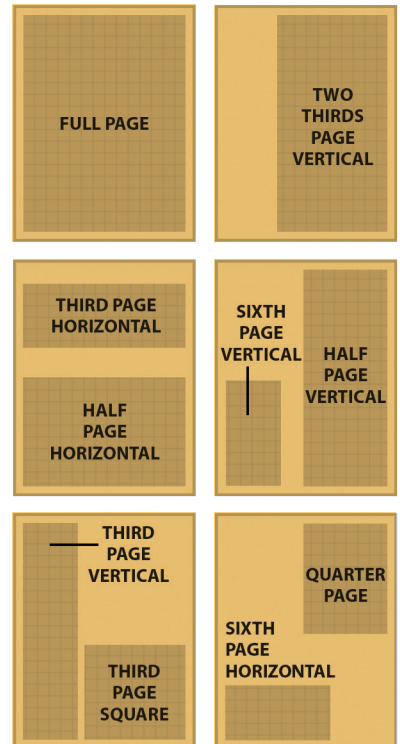
South Mississippi's BEST VALUE

- South Mississippi Living is **FREE!**
- **SMLIVING.NET** lets you read *South Mississippi Living* free online as well as search back issues and contact advertisers' websites easily.

*Nearly 4 Readers Per Copy. Latest MPA study. Plus 5,000 website visitors per month.

Ad Sizes

- Full Page - Trim Size**
8 3/8 x 10 7/8 - 8.375 x 10.875
- Full Page - Full Bleed**
8 5/8 x 11 1/8 - 8.625 x 11.125
- Full Page - No Bleed**
7 3/8 x 9 7/8 - 7.375 x 9.875
- Two Thirds Page - Vertical**
4 7/8 x 9 7/8 - 4.875 x 9.875
- Half Page - Horizontal**
7 3/8 x 4 7/8 - 7.375 x 4.875
- Half Page - Vertical**
3 5/8 x 9 7/8 - 3.625 x 9.875
- Third Page - Square**
4 7/8 x 4 7/8 - 4.875 x 4.875
- Third Page - Vertical**
2 3/8 x 9 7/8 - 2.375 x 9.875
- Third Page - Horizontal**
7 3/8 x 3 3/8 - 7.375 x 3.325
- Quarter Page - Vertical**
3 5/8 x 4 7/8 - 3.625 x 4.875
- Sixth Page - Horizontal**
4 7/8 x 2 3/8 - 4.875 x 2.375
- Sixth Page - Vertical**
2 3/8 x 4 7/8 - 2.375 x 4.875



2012 Advertising Rate Sheet*

Ad Size	1 Mo	3 Mos	6 Mos	12 Mos
Dbl Truck	\$2,400	\$2,200	\$2,150	\$2,000
Full Page	\$1,350	\$1,250	\$1,150	\$1,000
2/3 Page	\$900	\$850	\$800	\$750
1/2 Page	\$750	\$700	\$650	\$600
1/3 Page	\$600	\$550	\$500	\$450
1/4 Page	\$500	\$450	\$400	\$375
1/6 Page	\$400	\$350	\$300	\$275

Premium Positions	1 Mo	3 Mos	6 Mos	12 Mos
Inside Front/Back Cover	(N/A)	\$1,400	\$1,300	\$1,200
Pages 3, 5, 7, 9, 11	(N/A)	\$1,300	\$1,200	\$1,100
Back Cover	(N/A)	\$1,600	\$1,500	\$1,400

*All advertising rates are net per issue and include process color

Publication Schedule

January 2012 Issue

Advertising & Copy Deadline: Dec. 7

February 2012 Issue

Advertising & Copy Deadline: Jan. 6

March 2012 Issue

Advertising & Copy Deadline: Feb. 6

April 2012 Issue

Advertising & Copy Deadline: Mar. 8

May 2012 Issue

Advertising & Copy Deadline: Apr. 6

June 2012 Issue

Advertising & Copy Deadline: May 8

July 2012 Issue

Advertising & Copy Deadline: June 6

August 2012 Issue

Advertising & Copy Deadline: July 6

September 2012 Issue

Advertising & Copy Deadline: Aug. 8

October 2012 Issue

Advertising & Copy Deadline: Sep. 5

November 2012 Issue

Advertising & Copy Deadline: Oct. 8

December 2012 Issue

Advertising & Copy Deadline: Nov. 7

SML PUBLISHES OVER 15,000 COPIES EACH MONTH!

NOW IN MORE THAN 500 LOCATIONS!

PICK UP YOUR FREE COPY OF THE LARGEST LIFESTYLE MAGAZINE ON THE MISSISSIPPI GULF COAST TODAY!

2012 Dining Guide Rates

THE MOST INFORMATIVE LISTING OF THE BEST DINING PLACES IN SOUTH MISSISSIPPI!

One Block \$200
Size 3.6" x 2.9"

Two Blocks \$350
Sizes 3.6" x 6.25"
7.375" x 2.9"

Three Blocks \$500
Size 3.6" x 9.575"

2012 Shopping Guide Rates

FOR EVERY BLOCK AD PURCHASED RECEIVE A FEATURED SHOPPING ITEM!

One Block \$150
Size 2.36" x 2.9"

Two Blocks \$250
Sizes 4.87" x 2.9"
2.36" x 6"

Three Blocks \$350
Size 7.37" x 2.9"
2.36" x 9.13"