

# DeSoto

Exploring the South

## Exploring and Celebrating the best of life in the South.

DeSoto Magazine presents regular features on the arts, outdoors, decorating, food, people, health, gardening, history and important issues that affect our lives. It is exploration, like Hernando de Soto discovering a wondrous place and pioneers trekking the historic Natchez Trace.

Readers discover topics to interest them within our diverse editorial content. With exciting photography, they see the people and the places for themselves. Cutting-edge design, presented in a medium of fine printing on quality paper, delivers a superior feel to the magazine, making it a pleasure to read and to collect. More than 40,000 people read DeSoto Magazine every month. They have learned that our motto, "Exploring the South", means having the region at their doorstep.

Our growing monthly subscription base is a pleasant outcome, considering DeSoto Magazine's organized, free distribution in restaurants, hotels, boutiques, specialty stores, antique shops, garden centers, doctor and dentist offices, salons, museums, and welcome centers all over Mississippi.

Advertising in DeSoto Magazine fits into even the strictest business plan. It is a proven fact that consumers often purchase a service or product as a result of having seen it advertised in DeSoto Magazine. DeSoto Magazine gets results. See for yourself what current advertisers rave about when you take advantage of our perfect combination - excitingly wide exposure at unbelievably low rates.

Reserve your space today! Call Paula at 901-262-9887.





## Magazine Demographics

### Everything you want to know about who's reading DeSoto Magazine.

Demographic information is based on individual and subscription readership polls. *DeSoto Magazine*, Exploring the South.

#### Editorial

DeSoto Magazine presents regular features on the Arts, Outdoors, Decorating, Food & Drink, People, Health, Gardening, History and the issues that affect our lives.

#### Circulation

Pass-along readership, according to our readers and subscribers is 40,000. Copies are distributed via a strategic marketing plan and placed on racks throughout high traffic businesses and attractions in Mississippi, Arkansas & Memphis. We also have a large and growing subscription base. When you consider the fact that so many readers will pay \$35 to have a complimentary magazine sent to their door, that speaks volumes about how much DeSoto Magazine is loved.

#### DeSoto Magazine is distributed at over 400 locations plus a growing subscription base.

Batesville	Columbus	Hernando	New Albany	Tunica
Byhalia	Como	Holly Springs	Olive Branch	Tupelo
Carrollton	Corinth	Horn Lake	Oxford	Vicksburg
Cleveland	Greenville	Indianola	Pontotoc	Winona
Coldwater	Greenwood	Leland	Senatobia	
Collierville	Grenada	Memphis	Southaven	

*Full list of Rack Locations at DeSotoMagazine.com*

#### Audience

Based on our most recent reader survey . . . Readers are typically 30-65 year-old married individuals with an average household income of \$75-\$100,000.

#### Gender

- 60% Women - 40% Men

#### DeSoto Magazine readers tend to be well educated.

- 65% are college graduates or have some college
- 21% hold post-graduate degrees

#### DeSoto Magazine readers

- 33% are professionals
- 23% are executives or managers
- 30% own businesses
- 17% hold technical positions

#### When asked what they own or plan to buy:

- fashion
- garden/yard equipment
- home furnishings
- cars
- home improvements
- real estate
- appliances- jewelry
- antiques

\*Demographic information subject to change based upon distribution, readership and subscriber studies.





## 2019 Editorial Calendar

### In Every Issue of DeSoto Magazine:

- Living Well
- Notables
- Exploring Art
- Exploring Books
- Southern Roots
- Southern Gentleman
- Exploring Destinations
- On the Road Again
- Greater Goods
- Homegrown
- Southern Harmony
- Table Talk
- In Good Spirits
- Exploring Events
- Reflections

### January

**Culinary Arts** - Regional cuisine, great chefs, southern kitchen and the latest gadgets.

*Space - December 14*

*Material - December 19*

### February

**Healthy Mind and Heart** - Kick off the new year with our health and fitness issue. Also featured romantic getaways and valentine's gift guide.

*Space - January 15*

*Material - January 21*

### March

**Green and Growing** - Spring is in bloom! Time to reconnect and refresh through gardening and growing.

*Space - February 15*

*Material - February 19*

### April

**Destinations** - Summer is almost here, and we have some perfect getaways.

*Space - March 15*

*Material - March 20*

### May

**Art and Architecture** - Beautiful historic Southern architecture and the arts.

*Space - April 15*

*Material - April 20*

### June

**I Do...** All about weddings. A go to guide for every bride.

*Space - May 16*

*Material - May 21*

### July

#### **Summer and Celebrations** -

Celebrate all things summer!

*Space - June 14*

*Material - June 19*

### August

**Southern Music** - We invite readers to learn about the rich talents, both new and old.

*Space - July 16*

*Material - July 22*

### September

**All About Fall** - Everything you love about Fall in one issue...festivals, tailgating, football and food.

*Space - August 16*

*Material - August 21*

### October

**Outdoor Adventure** - With cooler weather right around the corner DeSoto heads outdoors for all kinds of adventures.

*Space - September 16*

*Material - September 19*

### November

**Thanks and Giving** - Charitable Giving and Family. Plus, our annual Gift Guide.

*Space - October 16*

*Material - October 21*

### December

**Holiday Wishes** - Everything you love about the holiday season.

*Space - November 15*

*Material - November 19*

## DeSoto Magazine 2019 Advertising Rates & Specs

Ad Sizes:	12X	6X	3X	1X
Full Page Ad	\$1300	\$1350	\$1400	\$1550
2/3 Page Ad	\$1000	\$1050	\$1100	\$1200
1/2 Page Ad	\$700	\$750	\$800	\$925
1/3 Page Ad	\$475	\$500	\$525	\$575
1/6 Page Ad	\$275	\$300	\$325	\$375
Premium Page Ad*	\$1450	\$1600	\$2000	

Cover Rates:	12X	6X	3X
Inside Front	\$1900	\$2225	\$2600
Page 1	\$1800	\$2025	\$2350
Back Cover	\$2200	\$2550	\$2950
Inside Back	\$2050	\$2400	\$2800

Website ad:	12X	6X	3X	1X
Homepage square	\$175	\$200	\$250	\$300

Advertorial - \$1450 (This includes concept and design fees)

Placement Requests are fulfilled based on availability and are charged an up charge of 10%.

\*Premium Page Ads are pages 2, 3, each Center Spread page and the pages opposite the Table of Contents, Editors Letter and Dear DeSoto.

A 5% Early Payment Discount is given to advertisers who pay in full by space reservation deadline.

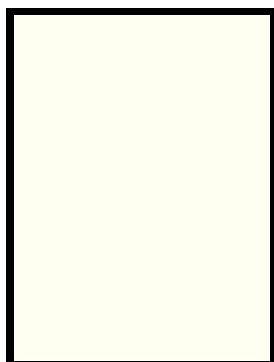
The above rates are on a per month basis, advertisers will be billed monthly. New advertisers are required to pay one month's run upon ad approval.

\*Contract cancellations are not accepted and all contracts are nontransferable.

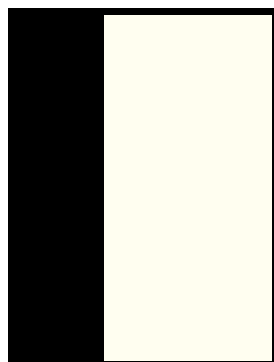
Camera ready art is accepted in the following formats: Adobe PDF, Quark Xpress, InDesign or Photoshop tiff.

If sending a Quark or Indesign document, all fonts and artwork must be included with the ad. All photos must be in **CMYK format** and be at least **300 dpi** and of high enough quality for print purposes.

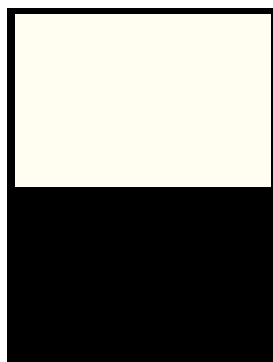
DeSoto Media prints in 4 color process and does not guarantee perfect color reproduction of Pantone or spot colors.



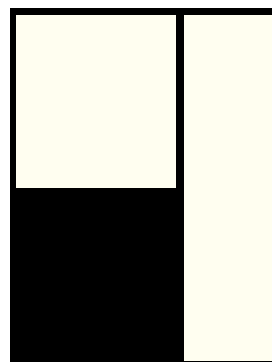
**FULL PAGE AD**  
8.125 x 10.8125  
With Bleed:  
8.25 x 10.9375  
Live Area:  
7.875 x 10.5625



**2/3 PAGE AD**  
4.75 x 9.75

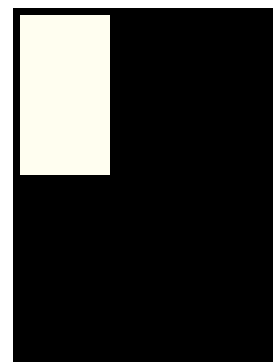


**1/2 PAGE AD**  
7 x 4.75



**1/3H PAGE AD**  
4.5 x 4.75

**1/3V PAGE AD**  
2.25 x 9.75



**1/6H PAGE AD**  
4.5 x 2.25



# DeSoto

*Exploring the South*

## 2019 Advertising Contract

Ads submitted after the deadline become the sole responsibility of the advertiser in regard to size, color and specifications.

If advertising materials are not received by deadline, the publisher may repeat the most recent ad, and the advertiser will be billed for the space reserved. All multiple run contracts are consecutively billed, placed and used in a normal calendar year unless otherwise agreed upon by DeSoto Media and the advertiser.

Value Added: In order to redeem Value Added rewards, outstanding invoices must be paid current and up-to-date.

Art Deadlines: Camera Ready Art is due each month by the deadline specified in the Editorial Calendar for the following month. Changes to ads designed by DeSoto Media must be submitted by the deadline specified in the Editorial Calendar. Advertisers will be sent a courtesy email reminder regarding the deadline for ad changes. If ad changes are not received by deadline, the publisher will repeat most recent advertisement. In the event of a cancellation request, acceptance will be determined by DeSoto Media on a case to case basis and a cancellation fee of 50% of the total contract value will be applied.

I agree to the above terms of this contract. I understand that I will be responsible for any costs incurred while trying to collect on any past due accounts owed to DeSoto Media. I agree that I will not hold DeSoto Media liable for any misprint in any ad created by DeSoto Media after said advertisement is approved by the advertiser.

Client / Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Mobile Phone \_\_\_\_\_ Email \_\_\_\_\_

Ad Size \_\_\_\_\_ Cost per Insertion \_\_\_\_\_ # of Insertions \_\_\_\_\_ Total \_\_\_\_\_

Run Dates \_\_\_\_\_

Placement Request \_\_\_\_\_ Production Responsibility \_\_\_\_\_

Notes or Special Conditions \_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print Name \_\_\_\_\_

DeSoto Media Rep \_\_\_\_\_ Date \_\_\_\_\_