



MEDIA KIT



www.mudandmagnolias.com



editor@mudandmagnolias.com



[@mudandmagnolias](https://www.instagram.com/mudandmagnolias)



About Mud & Magnolias

We believe the Magnolia State brims with unique and interesting people. From the artist recreating our state's rolling hills with paint and canvas, to the volunteer donating their time to uplift those around them, to the vendor who spends every day selling pork rinds on the side of busy roadway — these people and their stories shape our state and make it special. Each issue of our Northeast Mississippi-based magazine features the stories of Mississippians across six pillars: art, community, food, home, travel and wellness. By telling these stories, we strive to strengthen the connections Mississippians feel to each other and the state we call “home.”

Demographics



Lifestyle

Southern, family-oriented, interested in community based activities, shopping & food



Gender

Primarily female



Household Income

\$75,000-\$100,000



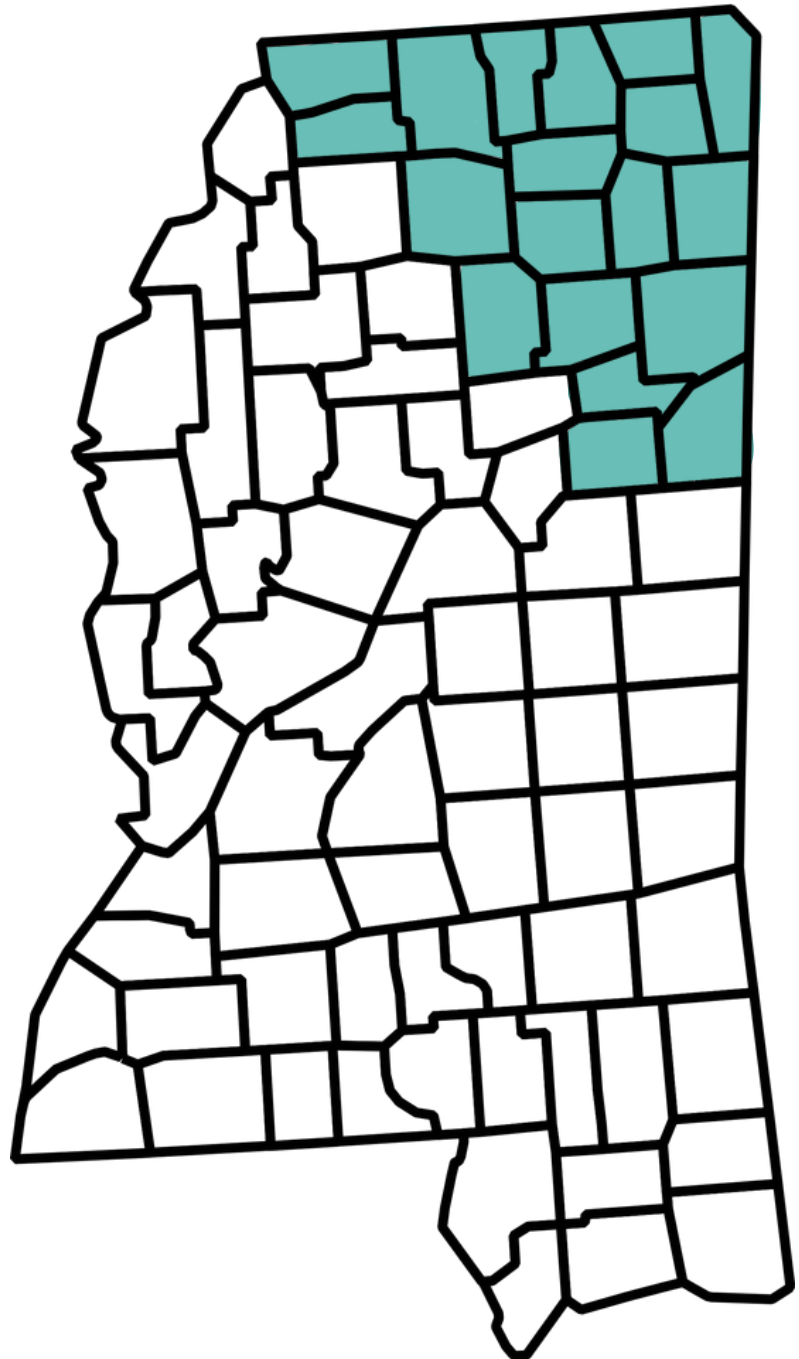
Age

25 - 70 years

Our Distribution

The monthly magazine is distributed in Northeast Mississippi through home-delivery of the Daily Journal, Journal Inc.'s newspaper, and free standing copies at various locations across the region. This circulation sums to at least 16,500 issues distributed to 11 Northeast Mississippi counties.

Tupelo, MS
Aberdeen, MS
Amory, MS
Baldwyn, MS
Booneville, MS
Columbus, MS
Corinth, MS
Fulton, MS
Hernando, MS
Houston, MS
Mantachie, MS
New Albany, MS
Okolona, MS
Olive Branch, MS
Oxford, MS
Pontotoc, MS
Ripley, MS
Saltillo, MS
Southaven, MS
Starkville, MS
West Point, MS



2026 EDITORIAL CALENDAR

Each edition will contain stories featuring each of our pillars:

Art, Food, Home, Community, Wellness and Travel

	<u>AD Close</u>	<u>Publishes</u>
February	January 9	February 7
March	February 6	March 7
April	March 6	April 4
May	April 3	May 2
June/July	May 8	June 6
August	July 10	August 8
September	August 7	September 5
October	September 4	October 3
November	October 9	November 7
December	November 6	December 5

Print Ad Specs



Full page/spread dimensions plus .125 inch bleed.

All pages have a .5 margin, any text and logos need to be designed to go inside the margins

Full Page: 8.25" x 10.75" *

Full Page No Bleed: 7.25" x 9.75"

1/2 Page Horizontal: 7.25" x 4.67"

1/2 Page Vertical: 3.56" x 9.5"

1/4 Page Vertical: 3.56" x 4.67"

1/6 Page Vertical: 2.45" x 3.00"

2 Page Spread: 16.75" x 11" *

Online Ad Specs

Sticky Anchor: 728 x 90, 300 x 50

Skyscraper: 300 x 600, 300x250

Top Leaderboard: 728 x 90, 300 x 50

In-Story: 300 x 250, 200 x 250



All digital ads include a website ad size and a mobile ad size to be compatible with the readers online viewing method of choice.



Submissions

Complete ADs

Complete ADs are accepted in Adobe Acrobat PDF File format.

Please ensure that your PDF AD has no security password, or provide password upon submission.

All fonts must be embedded in the PDF.

Please make sure that your AD is submitted and has been toned for CMYK values.

Submit ADs using the following methods:
Email attachment, Website/FTP site (Please provide login and password), USB Flash Drive

We cannot use ADs designed in Microsoft Publisher, Word Document or any other publishing software. Any ADs received in these formats will be returned for resubmission and may incur late charges.

Non-complete ADs

For non-completed ADs, submissions are the same as above, but with additional requirements as follows:

All artwork will be provided to Mud & Magnolias

All digital photos will be in high resolution format of no less than 300 dpi (dots per inch) or 300 ppi (pixels per inch)

All hard-copy photos will be no less than 5" x 7" in size to ensure reproduction quality.

Please include document from the page layout program and all linked photos and graphics.

Collect screen and printer font files. Logos and imported EPS art may contain fonts that might not be collected from within the page layout program.

The Page/AD Layout programs and artwork supported by our current software applications are as follows: Adobe Indesign CS5.5, Adobe Photoshop CS 5.1, Adobe Illustrator CS 5.1, Adobe Acrobat X, Quark XPress6.52.

We cannot use ADs designed in Microsoft Publisher, Word Document or any other publishing software. Any ADs received in these formats will be returned for resubmission and may incur late charges.

Do not supply elements in compression programs like "Stuffit."

Supply any elements for a specific publication date on media.



Mud & Magnolias

ONLINE ADVERTISING



Each month, the team of passionate artists at Mud & Magnolias magazine craft what we believe are some of the very best stories about the people, places and organizations that make Mississippi special.

We can't do that without your support and your stories. Your support through advertising allows us to continue telling these stories with our broad readership while promoting the part you play within our community.

Thank you for your considering advertising with Mud & Magnolias. Your story is an important part of the growing narrative of life in Mississippi, and we'd love to play our part in its telling.

-Adam Armour, Editor

Ad Position:	Ad Size:	Mobile Ad Size:	Price:
Top Leaderboard	728 x 90	320 x 50	\$250 / month
Skyscraper	300 x 600	300 x 250	\$200 / month
In Story Ad	300 x 250	300 x 250	\$100 / month
Sticky Anchor	728 x 90	320 x 50	\$350 / month

For more information, reach out to your sales representative or our digital department listed here:



662 - 678 - 1530



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Mud & Magnolias

PRINT ADVERTISING



ISSUES:

- ___ February (Bridal) ___ March
- ___ April ___ May
- ___ June/July ___ August (School)
- ___ September ___ October
- ___ November (Holiday) ___ December

AD SIZES AND RATES

	1x - 3x	4x - 6x	7x - 9x	10x
Full Page:	\$1,200	\$1,075	\$950	\$825
Half Page:	\$750	\$625	\$510	\$425
Fourth Page:	\$575	\$450	\$325	\$225

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PACKAGE ADVERTISING

Print Rates:

	1x - 3x	4x - 6x	7x - 9x	10x
Full Page:	\$1,200	\$1,075	\$950	\$825
Half Page:	\$750	\$625	\$510	\$425
Fourth Page:	\$575	\$450	\$325	\$225
	No Discount	15 % off Digital	25 % off Digital	50 % off Digital

Web Rates:

	Online 728 x 90	Mobile 320 x 50	
Top Leaderboard:			\$250 / month
Skyscraper :	300 x 600	300 x 250	\$200 / month
In Story Ad:	300 x 250	300 x 250	\$100 / month
Sticky Anchor:	728 x 90	320 x 50	\$350 / month

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Mud & Magnolias

Mud & Magnolias | 1242 S. Green St. | P.O. Box 909 | Tupelo, MS | 662-842-2611

2026 MAGAZINE / ONLINE AGREEMENT

___ February ___ May ___ September ___ December
___ March ___ June/July ___ October
___ April ___ August ___ November

Notes:

Print Position:
(Ad Size) -----

Online Position: -----

Price Per Month: -----

Price Per Month: -----

Total Per Month: -----

Advertiser

Advertiser: -----

Physical Address 1: -----

Physical Address 2: -----

City: ----- **State:** ----- **Zip:** -----

Contact: -----

Phone Number: -----

Billing

Bill To (if different): -----

Mailing Address 1: -----

Mailing Address 2: -----

City: ----- **State:** ----- **Zip:** -----

Contact: -----

Phone Number: -----

Advertiser (Print Name)

Signature (Sign Name)

Sales Representative

Manager