

# NashvillePost

## 2025 MEDIA KIT

### JOIN US IN THE CONVERSATION

As the premier vehicle for business and political news in Middle Tennessee, *Nashville Post* will drive smart conversations in 2025 on trends that are paving the road for Middle Tennessee to grow further as a great region for business.

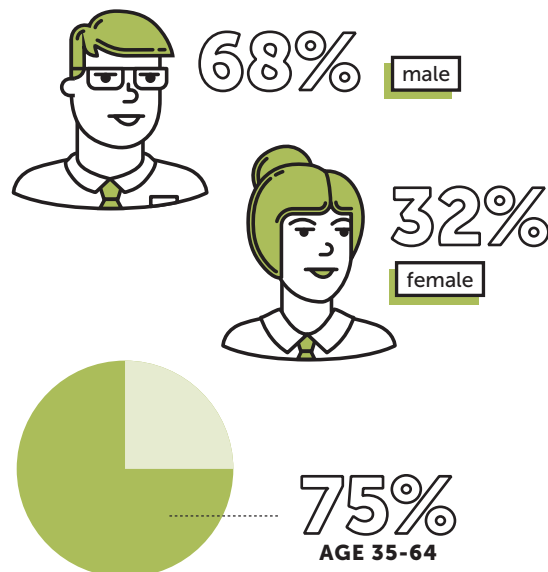
**NASHVILLEPOST.COM**

 @NashvillePost  /NashvillePost  @NashvillePostOfficial  /NashvillePost

# Meet the Nashville Post

Nashville Post is the premier local news source for Middle Tennessee's top-level leaders. We deliver breaking business, political and sports news online at nashvillepost.com and twice daily through our email alerts. Also, our magazine provides insights and perspectives relevant to the conversations high-level executives are having in the corner office.

## SUBSCRIBERS



Source: Readership Survey September 2023

## POSITION

Owner .....	22%
Partner.....	8%
President/CEO .....	17%
Executive VP/Senior VP .....	8%
Other C-level executive .....	36%

## INCOME

\$100K-\$199K .....	41%
\$200K-\$499K .....	32%
\$500K-\$999K .....	18%
Over \$1M .....	5%

## BUSINESS SIZE

Small .....	47%
Medium .....	26%
Large .....	26%

## INDUSTRIES

Management Consulting .....	15%
Government .....	16%
Technology .....	21%
Health Care .....	22%
Banking/Finance .....	31%
Real Estate .....	35%
Legal .....	42%

## BUDGETED GROWTH IN 2024

0-5% .....	18%
5-10% .....	26%
10-20% .....	13%



## DIGITAL

39% of readers visit our site daily  
25% of readers visit site 2-4 times a week

Average time on site: **1:07**  
Email list members: **5,800+**

**350k+** pageviews each month

**33%** of readers rate NashvillePost.com as excellent for user experience

## PRINT

**43%** of readers read all three issues

Circulation for Nashville Post magazine: **40,000+ annually**



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“

The Nashville Area Chamber's longstanding partnership with the *Nashville Post* has allowed us increased exposure to the Nashville community through print and digital advertisements and has helped us pursue our mission, to create economic prosperity by facilitating community leadership, through media sponsorships of our annual Governor's Address, Nashville Emerging Leader Awards, and a variety of young professional networking events. We look forward to our continued partnership as we collectively contribute to the future prosperity of the Nashville region."

**SARA ZAKHARY,  
NASHVILLE AREA  
CHAMBER OF  
COMMERCE**

”

The *Nashville Post* has a powerful reputation of being a trusted, local news source for business and community leaders. Business executives, community leaders and emerging professionals turn to their news source daily. Since a great brand's work is never done, I've worked with the *Post* to routinely connect with high-level decision makers, promoting brands, products, and services in digital, print, and targeted events ---for over 15 years."

**CONNIE WHITE, FIFTH THIRD BANK**

”

I support the *Nashville Post* as I feel they truly investigate every angle of a story. They are an organization that gets the 'real story' out and not just a capture of a headline that is a moment in time. From my perspective, the *Nashville Post* publication consistently delivers reporting that can be trusted in the business community."

**ELIZABETH THEISS,  
DPR CONSTRUCTION**

“

As a board member of TN HIMSS, I'm proud of our partnership with the *Nashville Post*. The partnership enables us to further our brand and reach, while providing more value for our members. With a vast and targeted subscriber base, the *Nashville Post* team is collaborative and innovative in helping us increase touches that enable us to drive events, deliver workforce development opportunities and further thought leadership. As someone who has also advertised through the *Nashville Post*, I accelerated brand presence through cutting-edge integrated marketing programs that increased exposure and awareness. From a partnership perspective and a paid advertising strategy, the *Nashville Post* delivers results."

**TOM MITCHELL,  
STRATIPOINT ADVISORY**

# The Post's 2025 Magazine

Our magazine showcases in-depth features on leadership, development, health care and technology trends and issues. Our issues will also have the following features:

## THREE QUESTIONS

- Veteran executives share their knowledge



## THE JOURNEY

- Industry professionals explain their career paths



## YOU SHOULD KNOW

- Mix of profiles of up-and coming leaders



## PRINT MEDIA RATES

AD SIZE	1X
Full Page	\$3,300
½ Page	\$1,950
¼ Page	\$1,500
1-Page Company Profile	\$3,750
2-Page Company Profile	\$4,750

\*Includes 50,000 impressions on NashvillePost.com to run the month of the print insertions. Rates are net.

## ISSUE CALENDAR

ISSUE	AD CLOSE	MATERIALS DUE	IN MARKET
Spring	February 28	March 6	March

## SUBMISSION REQUIREMENTS

### FORMAT

Digital files must be sent as one of the following: (1) a PDF is preferred (2) an InDesign CS5 file for Mac packaged with fonts (3) a high-resolution (at least 300dpi) TIFF file

### COLOR

CMYK (no RGB or PANTONE)

### FORMATS

PostScript only

### IMAGES

Please make sure that any images used in your layout are CMYK and at least 300dpi (or vector graphic in the case of illustrations and logos)

### LIVE AREA

Clearance of 1/2" from any trim (all text and images MUST be within the live area)

### BLEED

1/8" on all sides. All ads run to the edge of the magazine and require bleed

### SUBMISSIONS

Please email ad materials to your account executive

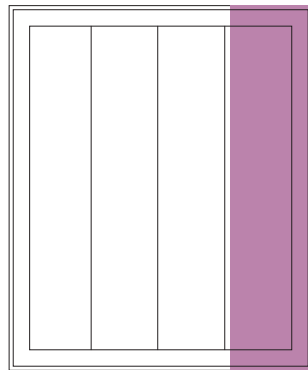
### CONTACT

For other questions regarding the submission of ad materials, please contact [design@fwpublishing.com](mailto:design@fwpublishing.com)

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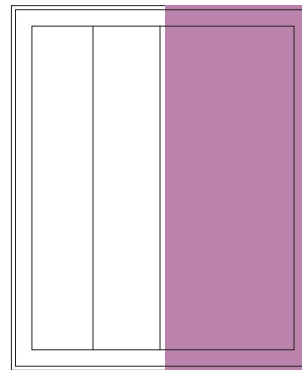
[@NashvillePost](https://twitter.com/NashvillePost)  
[/NashvillePost](https://facebook.com/NashvillePost)  
[@NashvillePostOfficial](https://instagram.com/NashvillePost)  
[/NashvillePost](https://linkedin.com/company/NashvillePost)





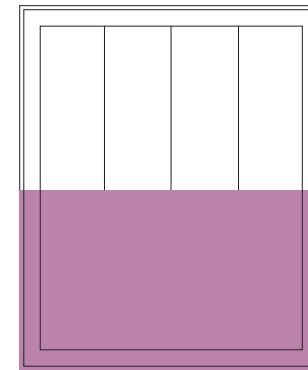
### 1/4V PAGE

Bleed: 2.5625"w x 11.125"h  
Trim: 2.3125" w x 10.875" h  
Live Area: 1.3125"w x 9.875"h



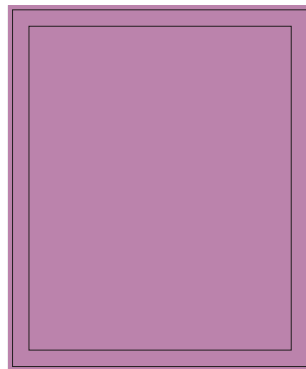
### 1/2V PAGE

Bleed: 4.625"w x 11.125"h  
Trim: 4.375"w x 10.875" h  
Live Area: 3.375"w x 9.875"h



### 1/2H PAGE

Bleed: 9.25"w x 5.5625"h  
Trim: 9"w x 5.3125" h  
Live Area: 8"w x 4.3125"h



### FULL PAGE

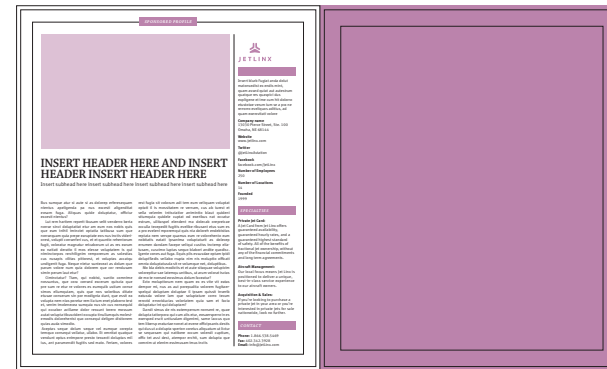
Bleed: 9.25"w x 11.125"h  
Trim: 9"w x 10.875" h  
Live Area: 8"w x 9.875"h



### 1-PAGE

#### COMPANY PROFILE

Body copy: 325 words  
Company profile: 40 words plus info  
Specialties: 75 words  
Photo: 3.75"w x 3.25"h  
Left ad/image: 1.75"w x 9.5"h



### 2-PAGE

#### COMPANY PROFILE

Body copy: 500 words  
Company profile: 40 words plus info  
Specialties: 75 words  
Photo: 5.75"w x 3.5"h  
Full-page ad

# Advertise

Reach key decision makers in the workplace through our digital products. Choose from banner ads on our website and in our email newsletters sent twice daily. Veteran reporters update online readers at nashvillepost.com throughout the day to provide visitors with dynamic and relevant news coverage.

## ONLINE DISPLAY

**NashvillePost.com**      \$17/CPM  
**Channel Sponsorship**      \$1,500/month

*Rates are net.*

## CHANNEL SPONSORSHIP OPPORTUNITIES

Fixed positions available for: Business, Politics, Sports, Events, Development, Finance, Health care, Legal, People, Retail

*Based on availability*

## WEBSITE AD DIMENSIONS

### LEADERBOARD

Desktop: 970 x 90 pixels  
 Tablet: 728 x 90 pixels  
 Mobile: 300 x 50 pixels

### MEDIUM RECTANGLE

300 x 250 pixels

### LARGE RECTANGLE

300 x 600 pixels

### SPONSOR

300 x 50 pixels

# 350K+

**PAGEVIEWS EACH MONTH**

## NEWSLETTER AD DIMENSIONS

### LEADERBOARD

600 x 200 pixels

## DIGITAL ISSUE RELEASES

### INNOVATE

June 2025

### BOOM

September 2025



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 /NashvillePost

# Advertise

Reach key decision makers in the workplace through our digital products. Choose from banner ads on our website and in our email newsletters sent twice daily. Veteran reporters update online readers at [nashvillepost.com](http://nashvillepost.com) throughout the day to provide visitors with dynamic and relevant news coverage.

## EMAIL NEWSLETTERS

Reach high-level decision makers with Nashville Post email newsletters. Twice daily, Nashville Post provides Middle Tennessee business leaders with relevant and compelling news. On Mondays, we also send sports email newsletters.

**5,800+** READERS  
TWICE DAILY

**45% DAILY OPEN RATE ON NEWSLETTERS**

Email newsletters	\$275/day
Sports newsletters	\$200/day

## SPONSORING OUR EMAILS

**Sponsorship** \$500/day

Presented By (Company Logo) ad placement at the top of the newsletter + 600 x 200 ad in the body of the email

**Issue Release Newsletters** \$1,500/day

Presented by ad placement + 3 ads in the body of the newsletter

**Boom Report** \$1,500/quarter

Presented by ad placement + 3 ads in the body of the newsletter

**Sports Newsletter Sponsorship** \$1,000/day (Monday or Friday)

Presented by ad placement + 3 ads in the body of the newsletter.

*Rates are net.*



**BANNER AD**

SPECS 600x200



**PRESENTED BY AD**

SPECS 600x75



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 @NashvillePostOfficial  
 /NashvillePost

# Advertise

Exclusive emails are a custom opportunity to get your message in front of our engaged Nashville Post subscriber list of 5,800+. We offer these email options once per month.

## SPECS:

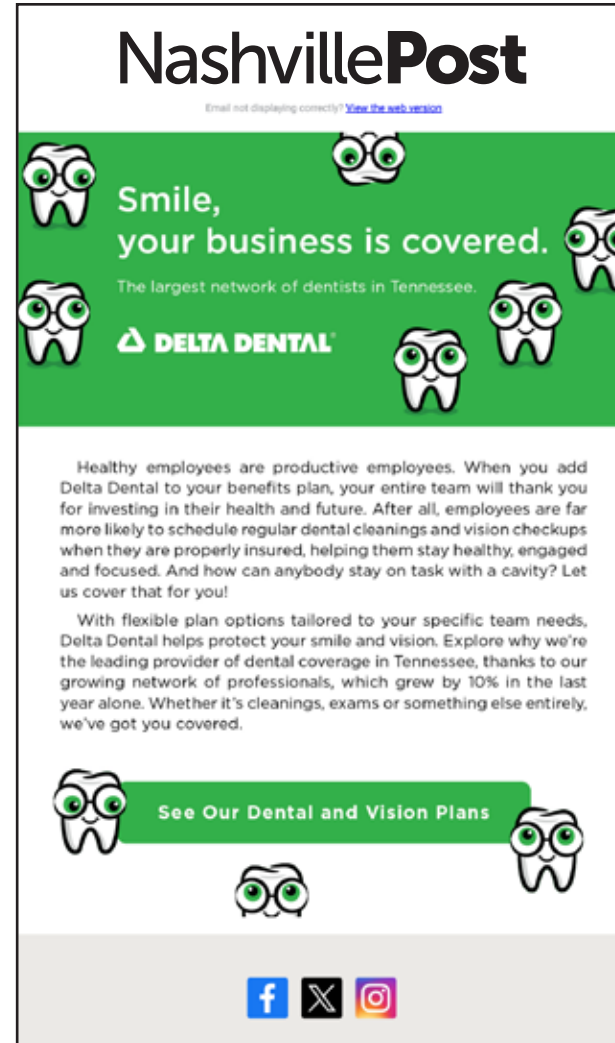
**1250 x 1600 pixels** (total image size)  
specs broken down into three sections:

- Top Image banner - **1250x600**
- Body Copy - **Max 250 words**
- Call to action button - **1250x100**

## ADDITIONAL REQUIREMENTS:

- URL for Linking
- Subject Line
- Preheader Headline

Cost: **\$3,500** (net)







The First & Tenn podcast is a go-to for everything Tennessee Titans. It is produced by the *Nashville Post* and hosted by seasoned Titans experts John Glennon and David Bocclair. John and David have covered the team since it moved to Nashville and bring unparalleled insight and analysis to every episode. Tune in as they dissect the latest news, celebrate the big plays, and analyze both the triumphs and challenges of the season. From exclusive interviews with players and coaches to behind-the-scenes stories that only long-time insiders can share, First & Tenn offers a front-row seat to all things Titans. Subscribe on Spotify, Apple Podcasts, YouTube, or wherever you get your podcasts. Follow John at @glennonsports and David at @BocclairSports.

#### SPONSORSHIP BENEFITS INCLUDE:

- First & Tenn naming rights for one season (18 weeks), "*Nashville Post's* First & Tenn podcast presented by (company logo)"
- Premium logo inclusion on all *Nashville Post* podcast marketing materials
- Inclusion on all web/digital/newsletter ads that run promoting the podcast
- Inclusion on social media posts about the podcast with appropriate tagging as available
- Category Exclusivity
- Cost: **\$3,500**
- Value: **\$9,050**



It's All Your Fault is the ultimate Nashville Predators podcast hosted by Jeremy K. Gover from AP-Radio and Emma Lingan of The Hockey News. Join Jeremy and Emma as they dive into the latest Predators news, delivering in-depth analysis of every triumph and challenge the team faces this season. From exclusive interviews with players and coaches to behind-the-scenes stories and insider insights, It's All Your Fault is your go-to source for all things Preds. Whether you're a die-hard fan or just starting to follow the team, subscribe on Spotify, Apple Podcasts or wherever you get your podcasts.

#### SPONSORSHIP BENEFITS INCLUDE:

- It's All Your Fault naming rights for one season (20 weeks), "*Nashville Post's* and *Nashville Scene's* It's All Your Fault podcast presented by (company logo)"
- Premium logo inclusion on all *Nashville Post* and *Nashville Scene* podcast marketing materials
- Inclusion on all web/digital/newsletter ads that run promoting the podcast
- Inclusion on social media posts about the podcast with appropriate tagging as available
- Category Exclusivity
- Cost: **\$5,000**
- Value: **\$15,000**

# BOOM

Boom celebrates the release of our fall/winter magazine which is anchored by stories showcasing commercial and residential projects. Join us to network with top CRE executives and business leaders as we celebrate the region's continued economic growth and development.



## leaders

Join us for a panel discussion featuring five In Charge list makers and network among Tennessee's top business executives and city leaders.

## MOST POWERFUL WOMEN

The Most Powerful Women discuss touching stories, light-hearted anecdotes and hard-won wisdom featuring a panel discussion among some of the city's top female leaders. Our program also honors *Nfocus*' 2025 Model Behavior philanthropists.

