



2026 MEDIA KIT

Utilizing the *Nashville Scene* platform to reach the audiences that matter to your business via relevant and insightful local news, dynamic digital services, engaging events and promotions, and impactful and proven advertising and marketing offerings.



For over 37 years, the *Nashville Scene* has been many things: an opinionated guide to a growing city, a source for information and informed analysis of the arts and current events, a thorn in the side of bullies and blowhards. One thing it has never been is predictable. Each week in print — and every day on its heavily traveled news, food, music and arts blogs — the *Scene* scans the city from Bordeaux to Brentwood, from Inglewood to Antioch, from Belle Meade to Berry Hill, seeking the latest developments in Nashville at a time our civic profile has never been higher.

The *Scene* has cultivated a reputation as a single stop where newcomers interested in Nashville can get their bearings, and natives and longtime residents can stay abreast of their rapidly changing city. Looking for new restaurants, nightlife options and developing districts? You'll find the latest updates in the *Scene* and its wide social-media portfolio. Hungry for serious, in-depth coverage of education, governance, public transportation and housing? The *Scene's* award-winning journalists bring their institutional knowledge of the city to bear on these issues and countless others — in witty, engaging and often irreverent style.

Journalism is alive and well: We just have to provide content people want to read, and trust their intelligence and curiosity. Nashville is at once the biggest small town in America and the next great city of the 21st century. Both deserve a paper that reflects its excitement, enthusiasm and optimism, while speaking truth and providing a forum for new ideas and challenging times. The *Nashville Scene* is that publication.

WHO IS THE NASHVILLE SCENE?

LOCAL JOURNALISM IS ALIVE AND WELL: WE JUST HAVE TO PROVIDE CONTENT PEOPLE WANT TO READ, AND TRUST THEIR INTELLIGENCE AND CURIOSITY.



NEWS

Politics, Education, Media and Sports



DINING

Restaurant Reviews and News



ARTS AND CULTURE

Reviews, Previews, Listings focusing on Art, Culture, Dance, Theater and Film



MUSIC

Analysis, Reviews and Listings



SPECIAL ISSUES, COLUMNS AND FEATURES

Each week readers get a current take on what's happening with city governance, highlights from the upcoming week's calendar in Critics' Picks and dispatches from the drink and dining scene, music rounds and insights on the newest releases from film and books.



SPECIAL ISSUES

**Special editions that can be sponsored*

Country Music Almanac	Green Issue – Environment	Adventure
State of Arts-Winter Guide	Food & Drink	Americana Fest
Love Issue	Summer Guide	Fall Guide
Camp Guide	CMA-Bonnaroo-Music Festival Frenzy	Best of Nashville
People	Pride	Southern Festival of Books
City Guide	Drinks	Hey Thanks
Orchids & Onions	You Are So Nashville If...	Year in Music
Architectural Awards	Road Trip +	Boner Awards
		In Memoriam
		Nashvillian of the Year

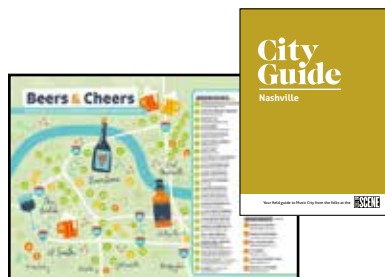


WEEKLY COLUMNS

News	Music
Pith in the Wind	Spin
Critics' Picks	Film
Food and Drink	Books

OCCASIONAL FEATURES

Booze Hound	Arts	Comedy
Vodka Yonic	Culture	Theater
Metropolitik	Advice King	Sports
Cheap Eats	Classical	



CITY GUIDE

MARCH 2026

nashvillescene.com/city_guide
[@nashvillecityguide](https://twitter.com/nashvillecityguide)

Pocket sized guide distributed to 60,000 discerning travelers

Things To Do	Museums	Top Health and Wellness Stops
Nashville	Neighborhoods	Transportation
Illustration Maps	Shopping	Top Outdoor Activities
Distillery and Craft Beer Maps	Cheap Eats	
Food	Top Music Venues	



SEASON SPONSORSHIP OPPORTUNITIES STARTING AT \$3500 (12 EPISODES)

Additional Event Tie-In/Onsite Opportunity Available.

- Opportunity to be featured at live tapings, appearances, or special broadcasts.

Ask your sales rep for details.

BLOGS & PODCASTS

Sponsorship pricing by request

PODCASTS



Hey Preds fans! The *Nashville Scene* and the *Nashville Post* have partnered up to bring you *It's All Your Fault*, a weekly podcast dedicated to all things Nashville Predators. Tune in to listen to our Preds insiders dissect recent games, dig up fun facts about the players, get nerdy with numbers and more. There's something for every fan, whether you've been along for the ride since day one or jumped on the Smashville bandwagon during the 2017 playoffs. Listen on iTunes, Stitcher, Spotify or wherever your favorite podcasts are found.



First & Tenn is a Tennessee Titans podcast presented by the *Nashville Post* and *Nashville Scene*, on Spotify, Apple Podcasts, and all other major streaming platforms. First & Tenn gets Titans fans prepared for each weekend's game through insightful analysis and discussions of the state of the Titans and all hot-button issues surrounding the team.



Co-hosted by *Scene* Editor-In-Chief Patrick Rodgers and bestselling author, Jerome Moore, *Nashville Scene Podcast* is a bi-weekly broadcast delivered on *NashvilleScene.com* and all media and podcast outlets — Apple, Youtube, etc. The episodic series focuses on a range of subject matter starting with the current *Scene* issue and other relevant topics — News, Music, Arts & Culture, Food & Drink and features occasional guests, spontaneous conversation and interviews.



Hosted by Preds insiders Emma Lingan, Michael Gallagher and Braden Gall talk about the Nashville Predators. There is no better show in Smashville. In fact, one might even go so far as to call it *The Gold Standard* of Preds podcasts.



Hosted by longtime *Scene* contributor Betsy Phillips and veteran broadcaster Braden Gall, *Aunt B's Radio Hour* mixes sharp storytelling, quirky commentary with unmistakable perspective. From offbeat Tennessee history to wry takes on Nashville's daily chaos, the show delivers smart, funny, slightly oddball conversations that feel both familiar and fresh. Thoughtful, witty, and rooted in the heart of Nashville, it's the perfect listen for anyone who loves a blend of sharp insight, local lore, and quietly subversive humor.

BLOGS



Featuring show reviews and previews, news items, artist interviews, album analysis, music video and track premieres, award-show recaps and more, the *Scene's* music blog, *Nashville Cream*, focuses on Music City and beyond. Covering everything from rock to hip-hop, pop to punk — and even a little bit of country — the *Cream's* colorful cast of bloggers uncovers hidden pop-culture gems, breaks news and keeps readers abreast of the local music scene, without ever being boring about it.



Sometimes you want artisanal cuisine or inventive vegan fare; sometimes you just want a burger oozing goodness, or a plate of greens like your mama used to make. You can't get all those at any one restaurant — but you'll find them all celebrated on the *Scene's* hugely popular food blog, where readers regularly meet for reviews and news of the city's booming restaurant and cocktail scene. From pop-ups to Pop-Tarts, from craft brews to pork bung (don't ask), *Bites* is a rowdy celebration of all things tasty and thirst-quenching, and the people who make them possible.



Pith in the Wind is the *Scene's* city and news blog, where our intrepid reporters post daily updates on stories that cover everything from breaking local news to politics, education, crime and more. Though there are often pieces on very important topics like women's rights and local elections, our *Pith* contributors also make it a point to inject readers' days with plenty of humor, whether reporting on a ridiculous comment made by a not-too-bright local politician or trying to figure out who tracked the dog poop into City Hall.

SOCIAL MEDIA AND INTEGRATED PROMOTION

SOCIAL MEDIA

We have robust following on our social media platforms. We use these to engage and create a dialog with our readers and for promotions. While clients can't buy sponsored posts, we can integrate partners into posts via our events and promotions. Additionally, editorially featured entities can take advantage of our Social Spotlight and Best of Nashville featured post options.

@NASHVILLESCENE ON ALL THE THINGS

 168K
  228K
  130K
  8.K

SOCIAL SPOTLIGHT

Our Social Spotlight offers the reach of an organic social endorsement and boosts it even further as a sponsored traditional post sent to *Nashville Scene* fans and their friends. We use organic online *Nashville Scene* content then boost it with a crafted message and tag your brand to gain exposure. This powerful combination can be used for direct response (gaining more followers, clicks to web-site, engagement with brand, etc.) or to enhance your brand recognition with visuals across social media.

FREQUENCY: 4x/year max

COST: \$1,000 for frequency advertisers

**Social spotlights will only be available to those who have purchased print ads for 6 months. Because our team covers a wide variety of news and content, social spotlights are usually posted on Monday or Tuesday. If breaking news occurs, the timing may shift.*

INTEGRATED PROMOTIONS

Integrated promotions are developed based on the client's needs, whether that be increased awareness, improved social media following, or increase in email addresses and audience, we develop promotions that tap our audiences across the *Scene* platform in print, digital, email and social media.

Our integrated promotions can utilize giveaways or insightful quizzes to engage with our vast audiences or audience segments to create engagement, awareness, and move the needle to the promotional goal.

Integrated promotion from 1500 to 3500, and are customized and developed based on your campaign goals.



SPECIAL ISSUE PARTNERSHIP OPPORTUNITIES

Scene editors have their finger on the pulse of our city, and in our special editions we dig deep into a wide array of topics like no one else can. We invite you to present one of our special issues that aligns best with your brand, with unmatched – and timely – brand and marketing impact to the Scene audience of more than 400,000.



SCENE SPECIAL ISSUE PRESENTING SPONSOR : \$6,000
PROMOTIONAL VALUE OF OVER \$12,300

- Your company logo featured on all marketing materials promoting the special issues
- Inclusion of your brand or company in all PR promotion
- 1 full page ad in the special print issue
- 50K web impressions at NashvilleScene.com

ALIGN YOUR BRAND WITH OUR TRUSTED COVERAGE IN OUR SPECIAL ISSUES BY BECOMING OUR PRESENTING PARTNER FOR THE FOLLOWING BELOVED ANNUAL SPECIAL FEATURES:

Country Music Almanac
Critics' Poll

State Of Arts -
Winter Guide

Love Issue

Camp Guide

People

City Guide

Orchids & Onions
Architectural Awards

Green Issue - Environment

Food & Drink

Shelter

Summer Guide

CMA/Bonnaroo/
Music Festival Frenzy

Pride

Drinks

Yasni

Road Trip +Adventure

Americana Fest

Fall Guide

Best Of Nashville

Southern Festival
of Books

Made - Makers & Artisans

Hey Thanks

Year In Music

Boner Awards

In Memoriam

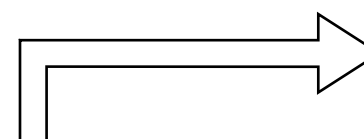
Nashvillian of the Year



EVENTS SPONSORSHIP

FW Publishing Events is dedicated to hosting fantastic events for audiences of FW Publishing's media outlets: *Nashville Scene*, *Nashville Post*, *Nfocus* and *Williamson Scene*. From Burger Week for the city's foodies to Crafty Bastards for those looking for artisan goods to Fashion for a Fraction for thrifty fashionistas, the FW Publishing Events team is dedicated to giving Nashville the very best experiences to sold-out audiences! Ask about how to be a presenter, partner, or vendor at our engaging sold out events.

JANUARY 26 - FEBRUARY 1 	FEBRUARY 15 	APRIL 11 & 12 	APRIL 24 - 26 	JUNE 4, 11, 18 & 25
JULY 6 - 12 	AUGUST 15 	SEPTEMBER 14 - 20 	SEPTEMBER 19 	OCTOBER 7 or 14
NOVEMBER 7 & 8 	NOVEMBER 5 or 12 	DECEMBER 7 - 13 		



For event details visit

FWPUBLISHINGEVENTS.COM

WHO YOU REACH WITH THE *NASHVILLE SCENE*

FOUR DISTINCT AUDIENCES. ONE TRUSTED LOCAL PLATFORM.

For more than three decades, the *Nashville Scene* has reached readers who don't just follow the city — they help define it. Our audience is informed, culturally engaged and ready to act. While they share a love for local journalism, they show up in different ways. Understanding these audiences helps advertisers reach the right people with the right message.



READER PERSONA MATRIX	CIVIC TASTEMAKER	CULTURE-FIRST URBAN EXPLORER	ESTABLISHED CREATIVE PROFESSIONAL	CONNECTED PARENT & HOUSEHOLD DECISION-MAKER
WHO THEY ARE	Informed leaders shaping civic and cultural conversation	Curious locals seeking what's new and next	Affluent, taste-driven professionals	Practical decision-makers guiding household spend
TYPICAL AGE	35–54	25–39	40–64	30–49
MINDSET	Values credibility, depth, and consistency	Experience-driven, social, fast to act	Quality-focused, loyal, design-aware	Trust-oriented, value-conscious
WHY THEY READ THE SCENE	To stay informed and influence decisions	To discover food, music, and events	To curate taste and cultural relevance	To stay connected and make smart local choices
KEY BEHAVIORS	OPINION LEADERS • Higher household income • Homeowners & investors	FREQUENT DINERS & EVENT-GOERS • Early adopters • Highly social	ARTS PATRONS • Premium brand buyers • Travel-minded	CONTROLS HOUSEHOLD SPENDING • Plans ahead • Loyal to trusted brands
WHAT RESONATES	Trusted environments, thoughtful storytelling	Discovery, access, exclusivity	Premium presentation, alignment	Repetition, clarity, local credibility
BEST SCENE TOUCHPOINTS	Print frequency, Daily Scene, podcasts, native content	Insider newsletter, calendar, social, events	Premium print, custom content, video	Print frequency, email, calendar, community events
TYPICAL INVESTMENT RANGE	\$12K–\$25K annually	\$1.5K–\$7K per campaign	\$10K–\$20K per campaign	\$7K–\$15K annually

HOW THESE AUDIENCES SHOW UP IN SCENE PRODUCTS & EVENTS

			
CIVIC TASTEMAKER	CULTURE-FIRST URBAN EXPLORER	ESTABLISHED CREATIVE PROFESSIONAL	CONNECTED PARENT & HOUSEHOLD DECISION-MAKER
<i>Influence, authority, and long-term trust</i> Best-Aligned IPs & Events • Best of Nashville • Music City Food & Wine Festival • Nashville Scene Podcast • Daily Scene Newsletter • Special editorial packages & investigative coverage Ideal Brand Categories: Financial services, health care systems, education, professional services, civic institutions	<i>Discovery, momentum, and immediate action</i> Best-Aligned IPs & Events • Burger Week • Taco Week • Margarita Festival • Crafty Bastards (<i>Spring or Fall</i>) • Insider Newsletter • Scene Calendar & Social Spotlights Ideal Brand Categories: Restaurants, bars, festivals, retail, fitness, lifestyle and entertainment brands	<i>Taste, alignment, and brand credibility</i> Best-Aligned IPs & Events • Best of Nashville Party • Music City Food & Wine Festival • Arts & culture special issues • Premium print placements • Custom editorial and video storytelling Ideal Brand Categories: Luxury retail, interior design, travel, fine dining, aesthetic and specialty services	<i>Trust, consistency, and repeat engagement</i> Best-Aligned IPs & Events • Movies in the Park • Family-friendly festivals and community events • Daily Scene Newsletter • Calendar + Insider integrations • Print frequency programs Ideal Brand Categories: Healthcare, home services, education, insurance, attractions, family-focused brands

WHY THIS MATTERS FOR ADVERTISERS

The *Nashville Scene* doesn't deliver a single type of reader — it delivers a connected ecosystem of Nashville's most engaged residents. Brands can activate quickly, build trust over time, or establish cultural relevance — all within one platform.

When brands partner with our IPs and events, they're not just placing an ad — they're aligning with a **proven platform that already has attention, credibility, and local relevance.**

What We Mean by "IPs & Events"

IPs (Intellectual Properties) are the original content, platforms, and experiences we create and own — the things our audience recognizes, trusts, and comes back to year after year. These include:

- Signature editorial franchises (annual issues, guides, and series)
- Reader-driven awards and polls
- Food, culture, and music weeks
- Live events and community experiences
- Ongoing digital platforms like newsletters and membership programs



NASHVILLE SCENE PORTFOLIO REACHES 400,000+ NASHVILLIANS MONTHLY

Since the *Nashville Scene* is free, it can be distributed more broadly than daily newspapers and magazines. The Scene delivers response like no other print medium by offering a popular editorial and advertising format that is enhanced by free circulation. With no price to the reader, the Scene reaches a responsive audience and is picked up by motivated readers who are ready to take action.

31K WEEKLY
DISTRIBUTION

255K MONTHLY
READERSHIP

+750
LOCATIONS

96-98%
WEEKLY PICKUP RATE

OVER **275,000**
MONTHLY USERS



WHERE TO FIND US & WHERE ARE OUR READERS

East Nashville: 8,120

Downtown Nashville: 7,850

Midtown: 4,550

West: 7,610

Green Hills: 6,930

Brentwood/Franklin: 4,520

RYMAN AUDITORIUM

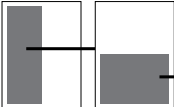


THE MALL AT GREEN HILLS



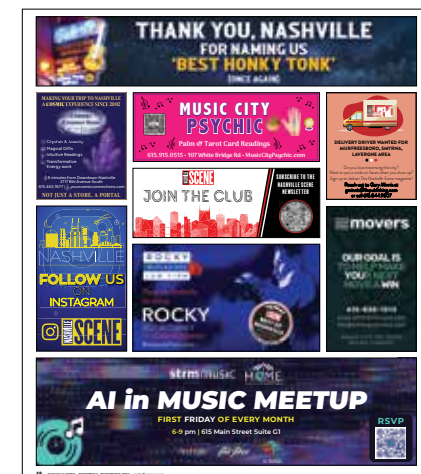
PRINT SPECIFICATIONS

NASHVILLE SCENE AD SIZES

DOUBLE	FULL BLEED FULL PAGE		21.75 X 12.75" 20.5 X 11.5"
FULL	FULL BLEED FULL PAGE		11 X 12.75" 9.75 X 11.5"
3/4	VERTICAL		7.2708 X 11.5"
1/2	VERTICAL HORIZONTAL		4.7917 X 11.5" 9.75 X 5.6667"
1/3	VERTICAL HORIZONTAL		4.7917 X 7.6111" 9.75 X 3.7222"
1/4	SQUARE VERTICAL *HORIZONTAL		4.7917 X 5.6667" 2.3125 X 11.5" 9.75 X 2.75"
1/6	VERTICAL HORIZONTAL		2.3125 X 7.6111" 4.7917" X 3.7222"
1/8	VERTICAL HORIZONTAL		2.3125 X 5.6667" 4.7917 X 2.75"
1/12	VERTICAL HORIZONTAL		2.3125 X 3.7222" 4.7917 X 1.7778"

BACKPAGE AD SIZES

DOLLY		9.75 X 2.75"
STEVAN		9.75 X 1.7778"
JOHNNY		2.3125 X 6.6389"
LORETTA		4.7917 X 2.75"
PRINE		2.3125 X 3.7222"
PATSY		4.7917 X 1.7778"
GEORGE		2.3125 X 2.75"



*All display ads include full color & sizes are approximate

TARGETED DIGITAL CAPABILITIES | FWP DIGITAL SERVICES



DISPLAY

Deliver a Targeted Message

An effective way to promote brand awareness, these banner ads appear on websites across mobile, desktop and laptop devices. Coupled with programmatic targeting they are an effective way to deliver your message to a precise audience.



DEVICE ID

Target Customers on Their Specific Devices

Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.



MICROPROXIMITY

Target Prospects Based on their current Physical Location

Identify specific commercial locations where ideal target audiences are located and turn these audiences into targetable data segments.



EMAIL

Effective Email Marketing

Our database has more than 140 million consumer and business emails allowing you to reach a customer's inbox.



PPC / SEM

Be Seen at The Right Time

Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.



SEO

Show Up in Relevant Searches

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.



NATIVE

Ads That Feel Like Articles

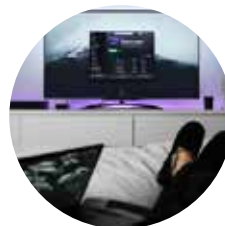
Native ads adopt the look and feel of a website's content inviting the viewer to engage them. In-feed and in-article native ads allow the advertiser to immerse their brand within the publisher's site to reach the right user at the right time.



PRE-ROLL VIDEO

Promotional video messages

Pre-Roll Video is as scalable as banner advertising with all the innovative targeting options but in a more desirable video format. With features such as skippable vs non-skippable, completion rates, viewability and more, Video Advertising has never been easier for a local marketer.



OVER-THE-TOP TV

Reach Cord-Cuttings That Are Not Available With Traditional Tv Commercials

Over-the-top (OTT) is the combination of ConnectedTV and Full Episode Player (FEP) streaming or on-demand inventory. This means a commercial can be served across ALL DEVICES, including the big screen.



SOCIAL ADVERTISING

Advertising with Social Platforms

Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.



CONTACT US

LET'S WORK TOGETHER

Let's talk about how we can grow your business and align your brand with our readers.

Contact Mike Smith, Nashville Scene publisher : msmith@nashvillescene.com

Michael Jezewski, Nashville Scene associate publishers:
mjezewski@nashvillescene.com or your FW Publishing advertising consultant.



Nashville**Post**

*n*FOCUS



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FWPUBLISHING