



# MEDIA KIT 2021

NASHVILLESCENE.COM



## WHO IS THE NASHVILLE SCENE?

For over 30 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.

Print journalism is alive and well: You 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 21<sup>st</sup> 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.

City Limits:  
Politics,  
Education,  
Media and  
Sports



Dining:  
Restaurant  
Reviews and  
News



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



PRINT  
JOURNALISM  
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TO READ, AND  
TRUST THEIR  
INTELLIGENCE  
AND CURIOSITY.

Music:  
Analysis,  
Reviews  
and  
Listings





# WEEKLY COLUMNS

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City Limits  
Pith in the Wind

Critics' Picks  
Food and Drink

Music  
Spin

Film  
Books

## OCCASIONAL FEATURES

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Booze Hound  
ShopHop  
Vodka Yonic  
Metropolitik

Cheap Eats  
Arts  
Culture  
And Another Thing

Advice King  
Walk a Mile  
Classical  
Comedy

Theater  
Takeout Picks  
Sports

## BLOGS

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## PODCASTS

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### NASHVILLE CREAM:

Featuring show reviews and previews, news items, artist interviews, album analysis, music video and track premieres, Chris Crofton's hit Advice King column, 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.



### PITH IN THE WIND:

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, Tennessee's fight for gay marriage and the 2015 mayoral race, 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.



### BITES:

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.



### IT'S ALL YOUR FAULT:

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 every Wednesday as hosts David Bocclair, Geert De Lombaerde and Megan Seling 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.

# AUDIENCE PROFILE

\*\*MEDIA AUDIT, SPRING 2017



**309,476**  
PRINT READERS 18+

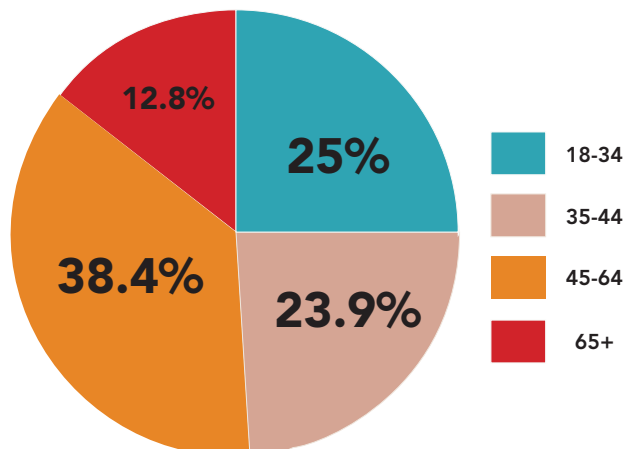


**45.9%**  
MEN



**54.1%**  
WOMEN

AUDIENCE AGE



NASHVILLE SCENE'S PRIMARY TARGET AUDIENCE IS **AFFLUENT, ACTIVE, WELL-EDUCATED** ADULTS AGES 25-54.



AVERAGE  
INCOME

**34% EARN \$50-75,000**  
ANNUALLY  
**27% EARN \$75-150,000**  
ANNUALLY

## WE ARE SOCIAL



**110,000+**

PEOPLE "LIKE" THE  
NASHVILLE SCENE  
ON FACEBOOK



**245,000+**

PEOPLE FOLLOW  
@NASHVILLESCENE  
ON TWITTER



**108,000+**

PEOPLE FOLLOW  
@NASHVILLESCENE  
ON INSTAGRAM

# DISTRIBUTION (Visit our website for locations)

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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 that are ready to take action.

COVID-19 Distribution Update: During the city closures brought on by COVID-19 throughout 2020, we reduced circulation by 25% on average and have, throughout the year, increased the distribution as the city reopens. Additionally, Scene subscriptions increased exponentially during this time and have been able to shift our distribution to new high traffic locations which move more publications. We'll maintain our weekly distribution of 38,000 publications weekly by early 2021.

**TOTAL CIRCULATION: 38,000**

**READERSHIP: 309,476**

**LOCATIONS: 900+**

## DISTRIBUTION HIGHLIGHTS:

**EAST NASHVILLE: 8,120**

**WEST: 7,610**

**DOWNTOWN NASHVILLE: 7,850**

**GREEN HILLS: 6,930**

**MIDTOWN: 4,550**

**BRENTWOOD/FRANKLIN: 4,520**

## RACK CARD ADVERTISING

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Use Nashville Scene's racks for an entire month as your own billboard. 450+ racks located in high traffic areas such as restaurants, grocery stores, clubs, retail, tourist locations and much more.

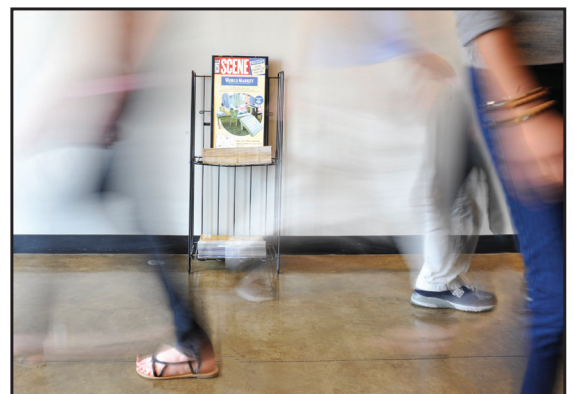
**Placement Only Investment: \$1,700**

**Print and Placement Investment: \$2,000**

### **SPECS:**

Bleed 11.25"W x 20.25"H, Trim 11"W x 20"H.

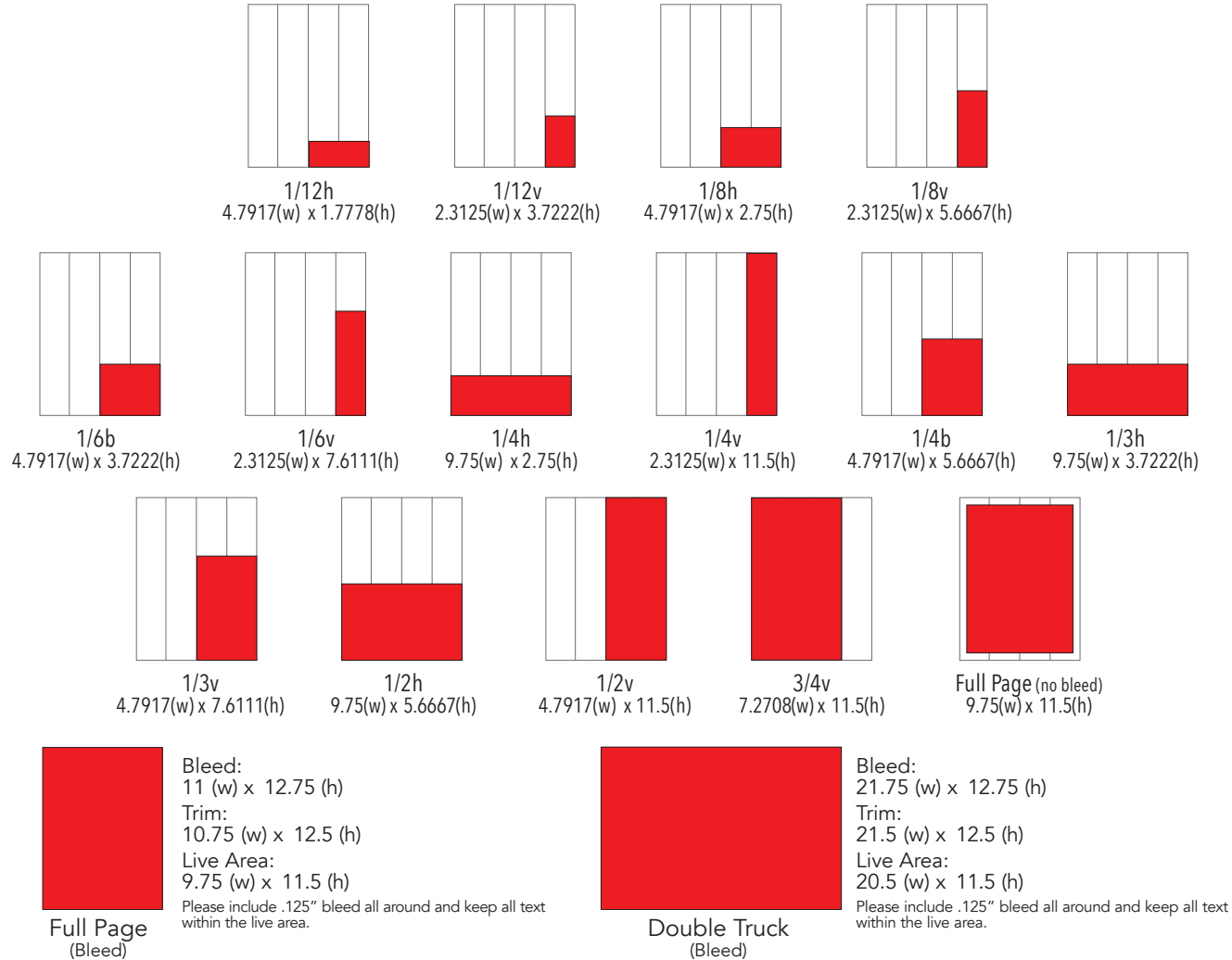
Cards must be to spec to fit accordingly, not interfering with the Scene's logo for rack identification.



# RETAIL RATES & SPECS

SIZE	52 WK	40 WK	26 WK	18 WK	13 WK	OPEN
Full	\$1,758	\$1,862	\$1,995	\$2,163	\$2,298	\$3,380
3/4	\$1,482	\$1,567	\$1,682	\$1,824	\$1,939	\$2,850
1/2	\$946	\$998	\$1,071	\$1,165	\$1,238	\$1,820
1/3	\$703	\$744	\$798	\$865	\$919	\$1,352
1/4	\$494	\$524	\$562	\$609	\$647	\$952
1/6	\$343	\$364	\$390	\$421	\$449	\$660
1/8	\$276	\$292	\$312	\$340	\$361	\$530
1/12	\$189	\$212	\$227	\$246	\$262	\$385

Premium Positions - Guaranteed positioning in print is available at 15% premium.



## RATES ARE NET

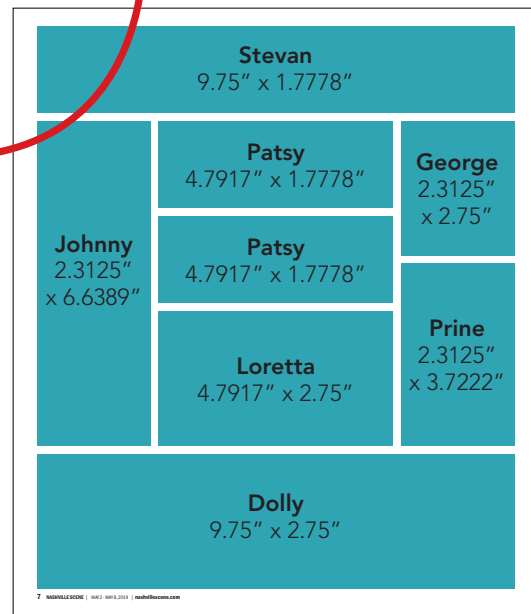
Space deadline @ noon Thursday prior to Publication Date. Ad Copy deadline 5 pm Thursday, copy corrections completed and Camera Ready deadline 5 pm Friday prior to Publication Date. Any cancellations after 5 pm Friday prior to Publication Date are subject to 50% cancellation fee. Holiday Schedules are subject to change.

# BACK PAGE & MARKETPLACE

## NASHVILLE SCENE BACKPAGE RATECARD

SIZE	DIMENSIONS	OPEN	4X	8X	13X	26X	52X
Dolly	9.75 x 2.75	\$1,000	\$950	\$900	\$850	\$800	\$750
Stevan	9.75 x 1.7778	\$680	\$646	\$612	\$578	\$544	\$510
Johnny	2.3125 x 6.6389	\$600	\$570	\$540	\$510	\$480	\$450
Loretta	4.7917 x 2.75	\$520	\$494	\$468	\$442	\$416	\$390
Prine	2.3125 x 3.7222	\$320	\$304	\$288	\$272	\$256	\$240
Patsy	4.7917 x 1.7778	\$320	\$304	\$288	\$272	\$256	\$240
George	2.3125 x 2.75	\$240	\$228	\$216	\$204	\$192	\$180

\*All display ads include full color & sizes are approximate



### MARKETPLACE LINE ADS:

5-line minimum  
 \$5.00/line (1 to 12 weeks)  
 \$4.50/line (13-25 weeks)  
 \$4.00/line (26-52 weeks)

**RENTAL SCENE**- A marketing place for apartment living

**LIFE WELL LIVED**- Tributes to honor those who have passed away. (coming Jan 2021)

**SERVICE SCENE**- The best in home services and honey-do-list checkers. (coming in early 2021)

### RATES ARE NET

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# DIGITAL PRODUCTS- NASHVILLESCENE.COM

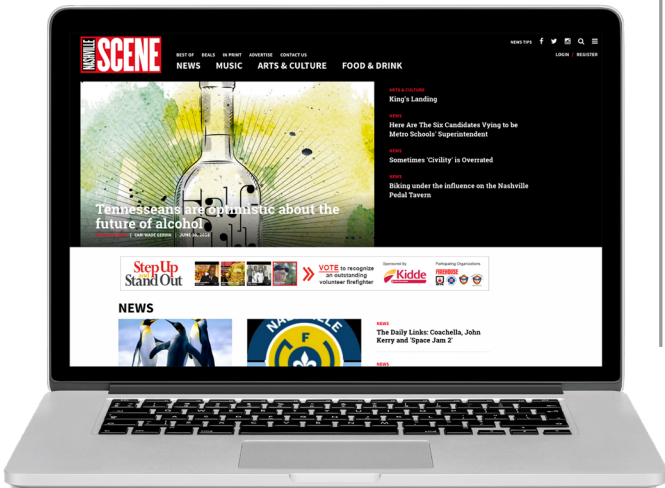
## DISPLAY ADS

### DISPLAY AD PRICING FOR ALL SIZES: \$15/CPM

All sizes included and required for successful campaign.

Your message will be delivered on all platforms: desktop, tablet and mobile.

OVER  
500,000  
MONTHLY  
USERS



## SPECS

**LEADERBOARD AND STICKY FOOTER:** 970 x 90 pixels

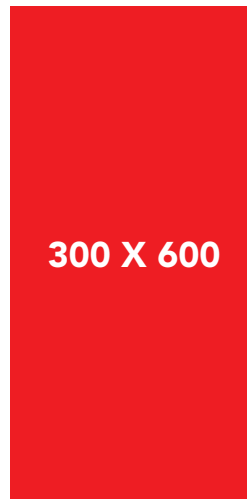
**TABLET LEADERBOARD:** 728 x 90 pixels

**MOBILE LEADERBOARD:** 300 x 50 pixels

**HALF PAGE:** 300 x 600 pixels

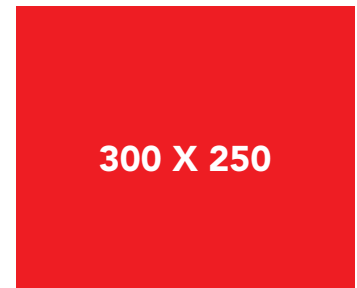
**MEDIUM RECTANGLE:** 300 x 250 pixels

\*Max Size: 60K



300 X 600

Half Page



300 X 250

Medium Rectangle



970 X 90

Leaderboard & Sticky Footer



728 X 90

Tablet Leaderboard



300 X 50

Mobile Leaderboard

## ACCEPTED FILES FOR ALL WEB ADS

### TYPES:

GIFS, JPEG, PNG, HTML, DHTML, Javascript/jscript, Flash

### SIZES:

60K standard, 60K flash, 30K initial/70K secondary flash, third party ads. Additional requirements may apply.



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