



## 2022 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.



# WHO IS THE NASHVILLE SCENE?

For over 33 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: 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 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.**

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



## 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



## 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

\*Select editions may be sponsored

\*Winter Arts Guide

\*Country Music Almanac

\*Kids Issue

Personal Style/Fashion

Food & Drink

Environment

\*Summer Guide

Festivals

Pride

\*"You are so Nashville If..."

Americana Fest

\*Fall Guide

Southern Festival of Books

Best of Nashville

Makers and Artisans

Hey Thanks

Boner Awards

Year in Music

\*Nashvillian of the Year

In Memoriam



### WEEKLY COLUMNS

City Limits

Pith in the Wind

Critics' Picks

Food and Drink

Music

Spin

Film

Books

### OCCASIONAL FEATURES

Booze Hound

ShopHop

Vodka Yonic

Metropolitik

Cheap Eats

Arts

Culture

And Another Thing

Advice King

Walk a Mile

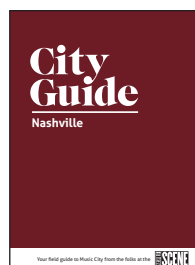
Classical

Comedy

Theater

Takeout Picks

Sports



### CITY GUIDE

May 2022

NashvilleCityGuide.com

Things To Do

Nashville Illustration Maps

Distillery And Craft Beer Maps

Food

Museums

Neighborhoods

Shopping

Cheap Eats

Top Music Venues

Top Health And

Wellness Stops

Transporation

Top Outdoor

Activities



## BLOGS AND PODCASTS



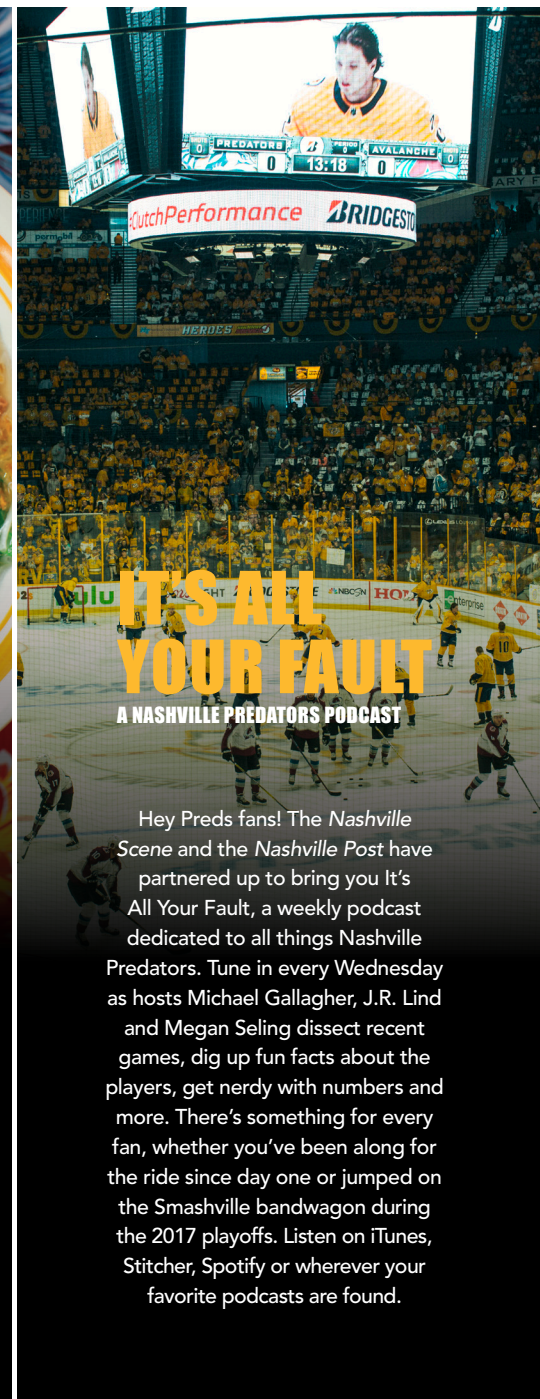
Featuring show reviews and previews, news items, artist interviews, album analysis, music video and track premieres, Chris Crofton's hit Advice King column, award-show recaps and more, the Scene's music blog, Nashville Cream, focuses on Music City and beyond. Covering everything from rock to hip-hop, 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 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.



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.



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 Michael Gallagher, J.R. Lind 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.



# EMAIL MARKETING SOLUTIONS

## DAILY SCENE

The Daily Scene delivers can't-miss news stories, arts features, food coverage and events info every morning to your inbox. Each day, the trusted editors at the *Nashville Scene* will highlight top stories, a special featured section and Critics' Picks from the week's Nashville Scene. The Daily Scene has all you need to know.

DAILY DURING THE WEEK

**32K+ OPT IN**

**SPONSORED:** Presented by logo

+ top ad position\* : \$500

*\*You will receive the first available ad position within the body of that day's email*

**TOP AD POSITION:** \$300 | 6:1 sized  
(minimum 600x100, maximum 1200x200)

**SECOND AD POSITION:** \$300 | 6:1 sized  
(minimum 600x100, maximum 1200x200)

**FEATURED CONTENT SPOT FROM OUR PARTNERS:** \$250 | Images are 3:2  
(minimum 450x300, maximum 675x450)  
*Short caption, 20-30 word description and url (copy subject to editing for clarity and length)*



## SCENE INSIDER

Get in front of our savviest readers with our Insider newsletter. The Insider allows you to grab valuable attention with special offers, discounts, special events, giveaways or other promotional perks. Seize the opportunity and let your new customers spread the word.

EVERY WEDNESDAY

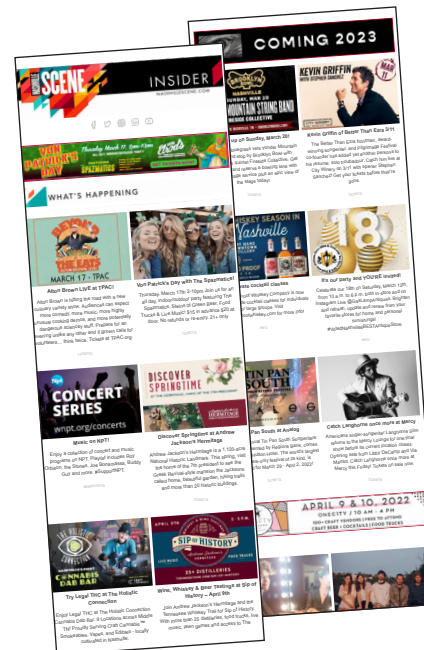
**95K+ OPT IN**

**3 LEADERBOARDS AVAILABLE:** \$200

First come first serve for positioning

**FEATURED CONTENT SPOT:** \$300

Images are 3:2 (minimum 450x300, maximum 675x450), *Short caption, 20-30 word description and url (copy subject to editing for clarity and length)*



## EXCLUSIVE EMAIL NEWSLETTERS

GIVE AWAY, PRIZES, EVENTS, INVITATIONS

**95K+ OPT IN**

**RATE:** \$1,950 and client must offer a Register-to-Win item or service valued at a minimum of \$500

*Exclusive Eblasts to this list can not be scheduled on Wednesdays.*

## AFFINITY EMAIL NEWSLETTERS

### SCENERY - ART

The Daily Scene with featured arts and culture section Scenery

**2K+ OPT IN**

### MORSEL CODE - FOOD

The Daily Scene with featured dining and restaurant section Morsel Code.

**5K+ OPT IN**

## SCENERY

A new arts and culture newsletter from the Nashville Scene

Scenery features the latest in visual art, theater, dance, books and more – delivered to your inbox once a week.  
[Click here to subscribe](#)






# SOCIAL MEDIA AND CALENDAR

## 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

 140K  246.4K  122K

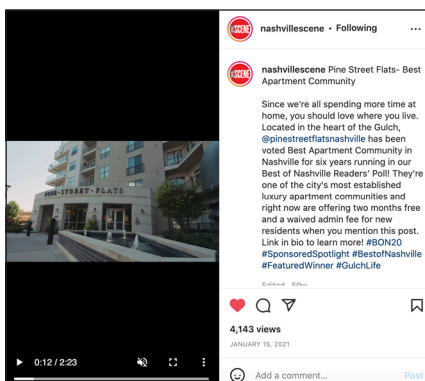
## SOCIAL SPOTLIGHT

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.

**DURATION:** 10 days

**FREQUENCY:** 4x/year max

**COST:** \$1,500 for non-frequency advertisers  
\$1,000 for frequency advertisers



## CALENDAR

Nashville Scene's listing calendar has been updated to include the best and most robust, yet curated list of local happenings. You can now submit your own events and upgrade those events to be featured on our calendar for a select period of time.

[NASHVILLESCENE.COM/CALENDAR](https://nashvillescene.com/calendar)

Featured NashvilleScene.com/Calendar upgrades begin for as little as \$100 a day and have the option to add reach to our print audience through special package pricing. Ask your account executive for specific rates or go to [nashvillescene.com/calendar](https://nashvillescene.com/calendar) and set up your Scene Think account to post and upgrade and sell your event!



## CALENDAR PRICING:

Featured placement 30 days leading up to event **\$400**

Featured placement 15 days leading up to event **\$250**

Featured placement 7 days leading up to event **\$150**

Top calendar listing on day of event (single-day promotion as available) **\$45**

In-line ad placement (single-day promotion as available) **\$65**

Main side panel ad placement (single-day promotion as available) **\$150**

**NOTE:** 52X advertisers ask your account executive about featured placement listings benefits.



# EVENTS AND INTEGRATED PROMOTIONS

## EVENTS

FW Publishing Events is dedicated to hosting fantastic events for audiences of FW Publishing's media outlets: Nashville Scene, Nashville Post, Nfocus, and Home Page Media. 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!

**Hot Chicken Week** - January  
**Fashion for a Fraction** - Winter  
**Crafty Bastards Spring Fair** - April  
**Iron Fork** - April  
**Margarita Festival** - May

**Movies in the Park** - June  
**Pups & Pints Summer** - June  
**Burger Week** - July  
**Fashion for a Fraction** - Summer - August  
**Pups & Pints Fall** - October

**Best of Nashville Day** - October  
**Best of Nashville Party** - October  
**Best of Nashville Festival** - October  
**Crafty Bastards Fall Fair** - November  
**Taco Week** - December

## 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 pricing start at \$1,500 and are customized and developed based on your campaign goal.





## ABOUT OUR READERS



HOME OWNERSHIP:  
64%

MEAN HOME VALUE:  
\$364,759



Nashville Scene reader is **52%** more likely to have worked out **12+** in the last year.



**68%** of Scene readers/users have a pet (dog or cat) at home



Nashville Scene readers are more likely than the general market to have high household incomes, trade stocks, **have liquid assets of over \$100,000.**

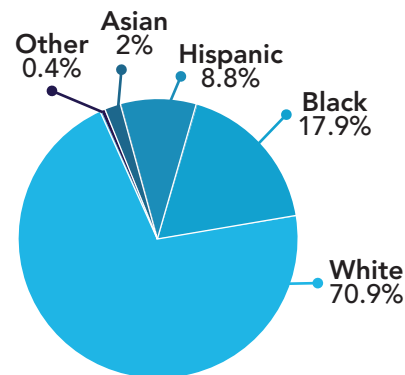


**60,146** Nashville Scene readers/users plan a **cosmetic surgical procedure** in the next year, almost **4 times** more than the average market.

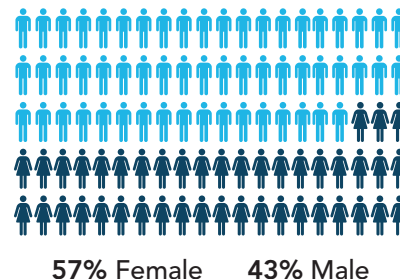


Nashville Scene readers are twice as likely to be an opinion leader (the OG influencer). This matters because it's what **spurs word of mouth advertising** and its why readers are loyal to the Scene as they want to be in the know.

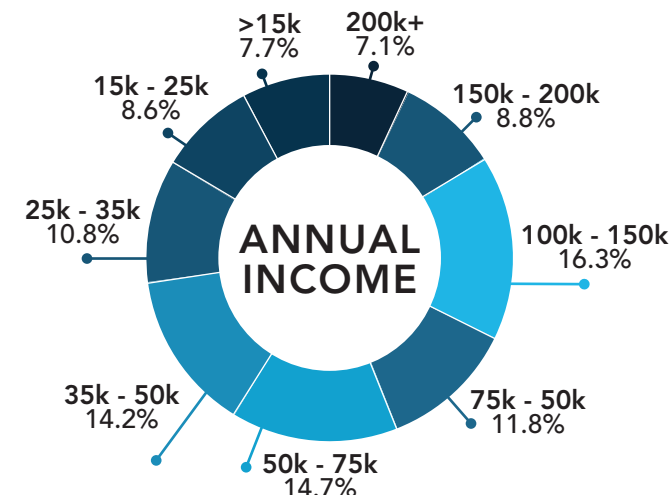
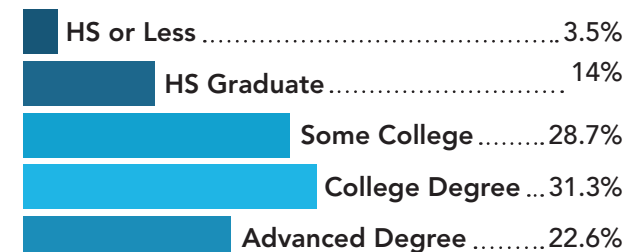
### ETHNICITY PROFILE



### GENDER PROFILE



### EDUCATION PROFILE



### AGE PROFILE





## MORE ABOUT OUR READERS



62% have children under 18 years of age at home



58% considers themselves an arts patron



64% drive European vehicles (BMW, Mercedes, Volvo)



Nashville Scene readers are close to **TWICE** as likely as the General Market to have been to a restaurant diner **4+** times in the past 2 weeks



Spends an average of **\$181** at the grocery each week



Nashville Scene readers have a **much higher** propensity than the general market to **attend events**.



Nashville Scene readers are **3 TIMES** more likely than the average Nashvillian to plan air travel. **More than 45%** plan a trip in the coming 6 months.

Source: The Media Audit, Nashville summer 2020, Adults 18+, sample 1453

### PRODUCTS PLAN TO BUY - NEXT 12 MONTHS

	GENERAL MARKET	NASHVILLE SCENE	INDEX TO GENERAL MARKET
NEW TV	17.6%	34%	193
PERSONAL COMPUTER/EQUIPMENT	24%	44.9%	187
SMART SPEAKERS	31.1%	58.1%	187
TABLET	14.3%	25.8%	181
PERSONAL HOME ELECTRONICS	15.7%	27.2%	173
NEW FURNITURE	15%	25.7%	171
BED/MATTRESS/ETC	16.9%	26.1%	155
MAJOR HOUSEHOLD APPLIANCE	15%	22.3%	149
GLASSES/CONTACT LENS	22.6%	27.1%	120

### HOME IMPROVEMENT - NEXT 12 MONTHS

ALARM/SECURITY SERVICES	10.4%	23%	221
ELECTRICAL	9.6%	18.7%	194
REPLACE WINDOWS	8.8%	16.2%	184
REMODEL BATHROOM	12.4%	22.2%	178
EXTERIOR PAINT	13.1%	22.1%	169
INSTALL POOL, HOT TUB, OR SPA	8.8%	14.5%	165
CARPET OR FLOOR COVERING	14%	22.7%	162
INTERIOR PAINT OR WALLPAPER	19.2%	30.9%	160
REPLACE OR REPAIR ROOF	10.2%	16.1%	159
PEST CONTROL SERVICES	16.5%	24.9%	151
REMODEL KITCHEN	10.4%	14.6%	141
HEATING OR AIR CONDITIONING	10.3%	11.3%	109

### BUSINESS PURCHASES - NEXT 12 MONTHS

VEHICLE LEASING	1.4%	4.7%	345
INDIVIDUAL EMPLOYEE MOBILE/CELLULAR	1.9%	6.1%	317
CORPORATE FINANCING	1.7%	4.7%	271
INFORMATION TECHNOLOGY (IT)	4.6%	12%	260
MARKETING	3.6%	8.9%	246
OFFICE FURNITURE	3.3%	6.6%	201
SOCIAL MEDIA/WEBSITE	3.2%	6.3%	199
HEALTH CARE/INSURANCE	3.6%	6.6%	181
COMPANY PHONE/INTERNET	3.6%	6.2%	175
LEGAL	2.1%	3.7%	175
TRAVEL SERVICES/CORPORATE TRAVEL	2%	3.4%	74
BANKING	7.5%	12.6%	168



## WHERE TO FIND US AND WHERE ARE OUR READERS

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 and 2021, 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 we have been able to shift our distribution to new high traffic locations which move more publications. We'll reestablish our weekly distribution of 35,000 publications weekly by early 2022.

**35K** WEEKLY  
DISTRIBUTION

**255K** MONTHLY  
READERSHIP

**+750**  
LOCATIONS

## DISTRIBUTION HIGHLIGHTS

**EAST NASHVILLE:** 8,120

**DOWNTOWN NASHVILLE:** 7,850

**MIDTOWN:** 4,550

**WEST:** 7,610

**GREEN HILLS:** 6,930

**BRENTWOOD/FRANKLIN:** 4,520



# NASHVILLESCENE.COM READERSHIP, RATES AND SPECS

## DISPLAY ADS

**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.

Pricing is determined by the frequency or duration of your campaign and if you are a frequency print advertising partner and begins at \$15 CPM. See rates page on XX for specific rates.

## SPECS

\*MAX SIZE: 60K

300 X 600

Half Page

300 X 50

Mobile Leaderboard

300 X 250

Medium Rectangle

970 X 90

Leaderboard & Sticky Footer

728 X 90

Tablet Leaderboard

## ACCEPTED FILES FOR ALL WEB ADS

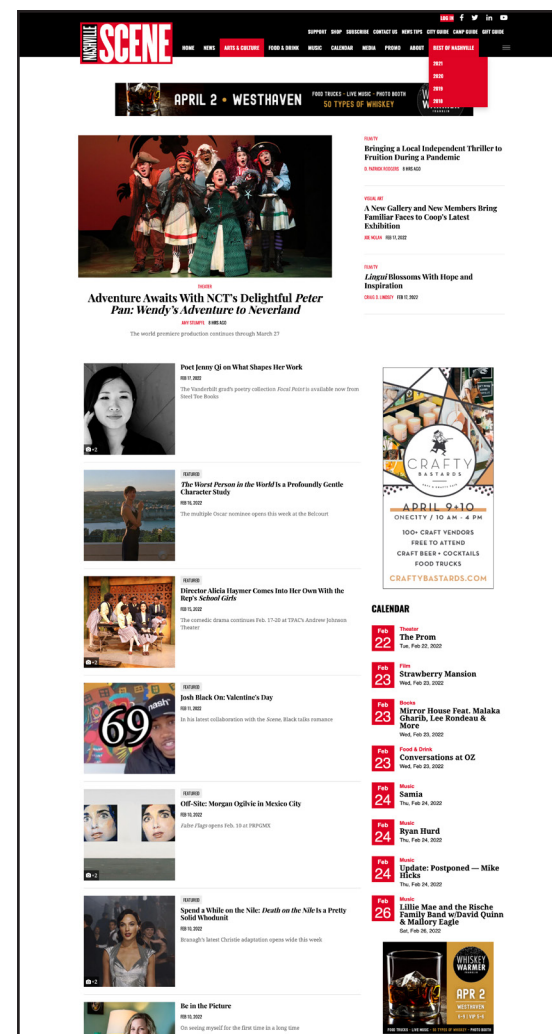
### TYPES:

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.

# OVER 275,000 MONTHLY USERS





# HIGH-IMPACT ONLINE ADVERTISING

## FEATURES

- Fluid design that responds to all screen widths
- Advertising message positioned at the top of the page with a standard IAB ad unit
- Clickable “reveal” allowing the advertiser’s branding to be reintroduced both beneath and around content
- Auto-scaling background responsive to device and screen resolution

## DETAILS

- All rates are net.
- Recommended size for Wallpaper: hi-res background image for branding (Use a big image, minimum 1920x1200. Ideally 2550x1440 for high-res displays; MUST be less than 1 MB file size), 300x250 unit containing important marketing message and call-to-action (transparent PNG)
- Ad unit sizes for Page Takeover: 970x90, 728x90, 300x600, 300x250, 300x50



## PAGE TAKEOVER

Own 100% of impressions in every ad space on NashvilleScene.com’s home page. Includes leaderboard, half page, medium rectangle.

- \$600 per day
- 3-day discount: \$540 per day

## WALLPAPER

Wallpaper background of the home page and a transparent medium rectangle.

- \$1,250 per day
- 3-day discount: \$1,135 per day



## DIGITAL SOLUTIONS | 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**

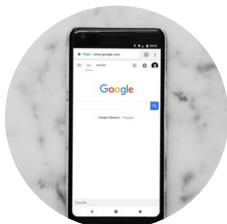
Monitor the location information associated with prospect devices and leverage that data by targeting consumers or their devices based on where they have been and where they live.

**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.