

2025 MEDIA KIT

*n*FOCUS

LEGACY | LUXURY | LIFESTYLE

As Nashville's most trusted source for luxury lifestyle coverage, *Nfocus* takes readers inside the world of Nashville's most affluent tastemakers and leaders. Partnership with us is an entrée to Nashville social connections.

NFOCUSMAGAZINE.COM
@NFOCUSMAGAZINE



YOUR INVITATION TO *NFOCUS*

Nfocus is Nashville's longest-running, premier luxury lifestyle magazine.

Created by society insider Herbert Fox in 1993, *Nfocus* is the most trusted source for Nashville's luxe lifestyle offerings. Each month, we give our readers insider access to the city's illustrious and vibrant philanthropic and fashionable events, ranging from high-profile galas to intimate and exclusive gatherings. Whether it's a behind-the-scenes sneak peek at the Symphony Fashion Show or in-depth interviews with Nashville trend-setters, *Nfocus* offers exclusive access not available in other print publications in the marketplace.

Our editorial features and monthly columns are created to appeal to the cultured tastemakers, educated philanthropists, affluent consumers and community leaders who comprise our readership. We showcase the very best that Nashville has to offer in every single print issue, on our website, in our editorial newsletters and on our social media platforms. Our original content, produced monthly by a staff of local contributors exclusively for our publication covers the latest trends in fashion, dining, travel, arts, culture, and more. With a desire to shine a light on Nashville's thriving philanthropic and business communities, we focus on the events, individuals, organizations and artisans that make Nashville so unique.

The enclosed information will provide you with the details needed to advertise with *Nfocus*. Research indicates that the most affluent and responsive consumers in the Middle Tennessee area are loyal *Nfocus* readers, making it the most effective advertising vehicle to reach the market's influential VIPs, trendsetters and luxury consumers.

We look forward to partnering with you.

The *Nfocus* Team



For more details on event partnership and advertising, contact your Account Executive or Publisher Olivia Moye Britton at omoye@fwpublishing.com or 615-744-3362

nFOCUS

OUR READERS

Nfocus readers are affluent, discerning, educated and philanthropic community and business leaders. They have a healthy discretionary income to spend on the products, places, experiences and services we highlight in every issue and a taste level that is unparalleled. They appreciate the finer things in life and are committed to investing in the organizations and businesses that make Nashville such a well-rounded, cultured and benevolent community.

WHAT OUR READERS SAY



“ *Nfocus* is THE trusted social and lifestyle magazine for Middle Tennessee. I always enjoy following *Nfocus*' social media content throughout the month. Of course, I also eagerly await receiving each issue of the magazine. I feel that I can best keep up with the stories of people, places, events, philanthropies, and brands of our region by reading *Nfocus*.

BARI BEASLEY

President & CEO of the Heritage Foundation

“ Style with substance! Fabulous pictures but oh so much more. *Nfocus* not only keeps me in the know on Nashville's vibrant social scene but also up on all the latest our town has to offer. I never miss a month!

JAY JOYNER

Vice-President, Joyner & Hogan Printers

“ Each month, *Nfocus* gets better and better. The content has become more rich and the features are so interesting. I can't wait to read each copy cover to cover.”

NANCY PETERSON HEARN

Chairman Emeritus, Peterson Tool

“ While I have loved scouring the pages of *Nfocus* for years, I find myself craving each new issue even more these days. Life has me away from Nashville a little more often than usual so having *Nfocus* to highlight the social side of Nashville keeps me connected to my friends and the community that I love so much.

ANGELA BOSTELMAN

Community Volunteer

“ The content of the magazine exceeds expectations in how substantive the articles are and how the content is incredibly relevant to life lived in our thriving and ever-changing, dynamic city that we all call home -Nashville!

NATALIE CLEMENTS

Community Volunteer

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MORE ABOUT OUR READERS

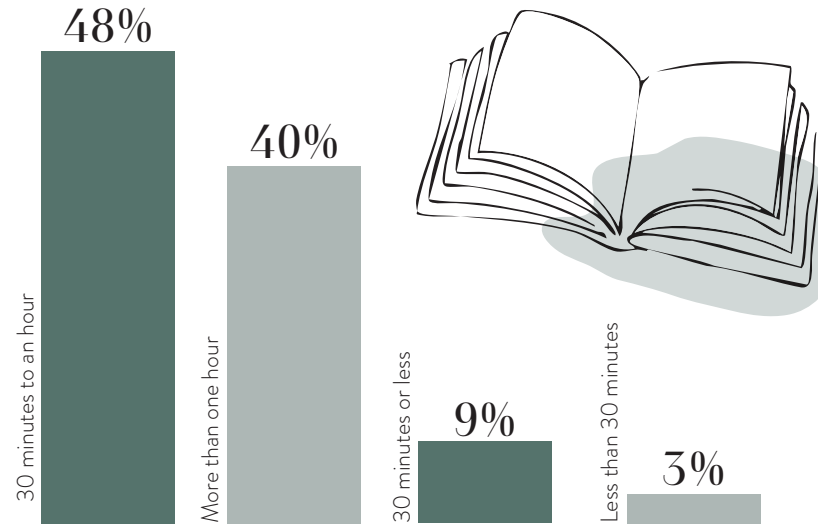
GENDER OF READER



AGE OF READER



TIME SPENT READING NFOCUS



HOW NFOCUS IS READ



OUR READERS

Visited an Advertiser's Website **76%**
Purchased a product featured in *Nfocus* **56%**
Attended an event or activity because it was featured in *Nfocus* **81%**
Entertain at home at least once a month **64%**

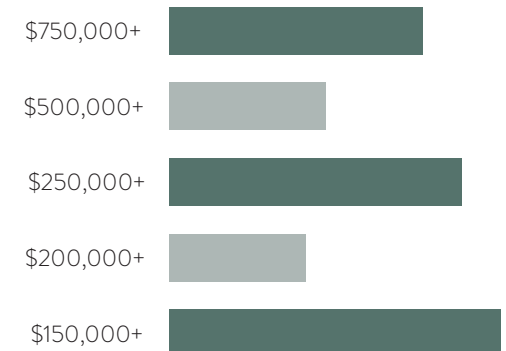
IN THE NEXT 12 MONTHS READERS PLAN TO

Build a home	5%
Buy a home	16%
Renovate their home	17%
Renovate their outdoor living space	14%



23%
PLAN TO BUY ANOTHER RESIDENCE

OUR READERS' HOUSEHOLD INCOME



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INSIDE EVERY ISSUE

Our engaging editorial content is curated and created exclusively for *Nfocus* by a team of local writers, photographers, stylists and designers. Our staff knows this city inside and out, allowing us to produce stories that matter most to our readers. Here's a sample of what you can find every month in *Nfocus*.

BEHIND THE SCENES

Get to know the leaders, trendsetters and change agents who are doing noteworthy things in Nashville through our Behind the Scenes column. This monthly profile allows readers to get intimately acquainted with the city's movers and shakers and what makes them tick.

EVENT COVERAGE

Our *Nfocus* team brings more comprehensive coverage of Nashville's social and philanthropic scene than any other publication in town. With incredible photography and captivating stories, we offer an insider's look at roughly 150 events every year.

NRETROSPECT

Take a trip down memory lane each month as we feature historic photographs and anecdotes from Nashville's past.

STEP INSIDE

Take a tour of some of Nashville's most beautiful shops, hotels, event spaces, restaurants and businesses in Step Inside. There we showcase not only the stunning design of the building but also tell the story behind the business.

TAKING VOWS

Local wedding coverage has been a part of *Nfocus* since our very first issue. Enjoy an insider's look at the city's most lavish weddings in Taking Vows.

TRAVEL

Our ongoing travel coverage takes readers to opulent destinations — both near and far — providing a complete guide on the best places to visit.

PRINT ADVERTISING

Nfocus offers exclusive access not available in other print publications in the marketplace. Through top-notch editorial content, professional photography and beautifully designed layouts, *Nfocus* reaches affluent and discerning readers throughout the Middle Tennessee market, with a concentration in Davidson and Williamson counties, including Belle Meade, Green Hills, West End, Bellevue, Downtown, Franklin and Brentwood. Distributed at Nashville's top boutiques, salons, spas, choice restaurants, grocers, banks and more, visit our website to find a copy near you.

Nfocus consistently boasts a **99%** pickup rate of its **16,000** monthly printed copies.

SIZE	12X	8X	4X	OPEN
Two-Page Spread	\$4,440	\$4,930	\$5,720	\$6,360*
Back Cover	\$4,600	n/a	n/a	n/a
Inside Covers	\$3,800	n/a	n/a	n/a
Full Page	\$1,999	\$2,250	\$2,650	\$2,995
1/2 Page	\$1,150	\$1,495	\$1,595	\$1,795
1/4 Page	\$500	\$635	\$750	\$850

Full color and basic design services included in rates. All rates shown are NET

* Includes premium positioning



Full Page Example



1/4B and 1/2V Example

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DIGITAL & EMAIL ADVERTISING

WEBSITE ADVERTISING

Our website gives readers even more exclusive access to Nashville's top events, most fascinating personalities and interesting businesses with exclusive web-only content shared daily. With an average of 40,000 page views per month, nfocusmagazine.com delivers a coveted and engaged audience to your business with one click.



PRICING

\$450 per month, run-of-site. Average campaign delivery of 55k impressions

EMAIL CONTENT

Weekly Editorial Newsletters

Our weekly editorial newsletters deliver the latest stories direct to our readers' inbox, featuring our most interesting profiles, sharing highly anticipated party coverage, dining reviews and more. Advertising placements in our weekly newsletters align your business among the most interesting stories from our editorial team.

PRICING

Top Banner **\$250**
Large Feature Spot **\$400**
Middle Banner **\$200**
Small Feature Spot **\$150**

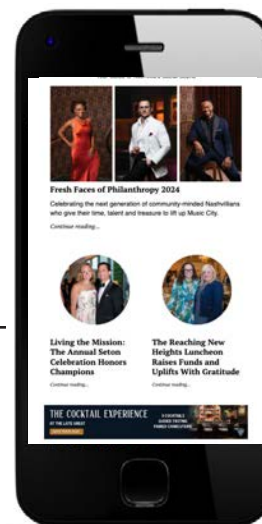
Monthly Event Newsletter

Our monthly events newsletter, The Season, highlights upcoming events and around-town happenings from our local arts and nonprofit partners. Get a glimpse inside the social season of fundraisers, parties and local events from our advertising partners. Plan your social calendar accordingly, sell tickets and invite our lucrative list of VIP subscribers to your shows and soirees.

PRICING

Top Featured Event **\$750**
Regular Featured Event **\$575** (or \$400/ month for regular advertisers)

Limit 5 spots per email. Send date typically second week of each month, unless otherwise coordinated with clients to better align with event marketing schedules



10,000+
active
subscribers
42%
average
open rate

EXCLUSIVE EMAIL CAMPAIGN

Our Exclusive Email Campaigns are a unique way to own 100% of the attention of the *Nfocus* email subscriber. Your email campaign will be sent to our lucrative list with your advertising message as the only content. Embed links, multiple photos or videos, share information about special sales or events or wherever you'd like recipients to land. We'll partner with you to create a customized email campaign. All art and copy is subject to editing and approval from *Nfocus* editorial team.

Only two exclusive email campaigns sold per month, reserve yours now.

PRICING \$2,000

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SPONSORED CONTENT

Share a story about your business with a sponsored article on nfocusmagazine.com. Your original story will live on the *Nfocus* website for up to a year and will be promoted in our weekly newsletter, in a dedicated email to our exclusive subscriber list, be shared on our social media channels and more. You can provide your own art and copy, or a writer is available for an additional fee. Upgrade to have your digital sponsored content piece refitted to run in an upcoming issue of *Nfocus*.



SPONSORED CONTENT PACKAGE INCLUDES

- Original article hosted on nfocusmagazine.com for up to a year (article content, copy and photos provided by client or freelancer available to write story for an additional fee of \$250. Final article and copy approved by client before publication. Max 1 header photo and 3 in copy photos).
- Pinned as featured story on Section Page for 1x day (style, food + drink, arts + culture, etc)
- Inclusion in one *Nfocus* weekly newsletter, driving traffic to the online article.
- One exclusive email sent to *Nfocus* 10k active subscriber list, shared as a featured article push, with link back to sponsored content piece and additional CTURL call to action button option to point readers to your site or another webpage.
- One boosted post on Facebook and Instagram from the *Nfocus* pages using pre-approved copy and images to drive traffic to online article.
- One Instagram story post using pre-approved copy and images from article, with social tag and link to read article

Package Value: \$6,750+
Package Cost: \$3,500

PRINT UPGRADE

Turn your Digital Sponsored Content piece into a beautiful print display in an upcoming issue of *Nfocus*. Our design team will format your article and photos into a print spread, marked as sponsored content, that will align within the pages of our magazine.

Full Page Spread: \$1,200
Two Page Spread: \$2,000

(Print rate only available as add-on to Digital Sponsored Content Package)



Your account executive will consult with you to create a customized Sponsored Content plan to thoughtfully engage our audience and align with our editorial calendar, which is preferred. All art and content will be approved by *Nfocus* Editor-in-Chief and is subject to change. Only one Sponsored Content Package sold per month, so reserve yours now.

EXAMPLE TOPICS

FOOD + DRINK

Chef spotlight, recipes, restaurant tours

Example: How Top Nashville Chefs use Sustainability in the Kitchen

STYLE + BEAUTY

Boutique profiles, what to wear, top trends

Example: A Moment with Beth Buccini of Kirna Zabete

HEALTH + WELLNESS

New treatment spotlights, beauty tips, Women's health

Example: Karee Hays' Favorite Skincare Products

HOME + LIFESTYLE

Designer profiles, real estate listings, trend pages

Example: Design Trends and Tips from Local Interior Designers

TRAVEL + LEISURE

Local attraction reviews, itineraries

Example: The Ultimate Staycation at The Joseph Hotel

SIGNATURE EVENTS

Experience *Nfocus* coming to life at one of our signature events. Our events offer unique opportunities to interact and engage with our readers, provide unparalleled visibility for your brand and have face time with your ideal audience. Our events are a proven way to attract and retain affluent consumers with customized activations. Event dates, venues and details subject to change.

Contact your sales rep or our Publisher for specific event sponsorship packages and rates.



HOMES OF DISTINCTION

May 1, 2025

Location: Private luxury residence

Attendees: 300+

Nfocus celebrates the release of our May issue and unveils the identity of several honored residences through this spectacular real estate event - an upscale cocktail party at a newly listed multi-million dollar mansion. Guests will get to tour the home, mix and mingle with fellow luxury home industry folks and partake in unique activations from our sponsors.



FRESH FACES OF PHILANTHROPY

June 2025

Location: Nelson's Greenbrier Distillery

Attendees: 300+

Join us as we celebrate up-and-coming Nashville philanthropists with our Fresh Faces of Philanthropy reception. The distinguished honorees are 45 years or younger, active in the community and nominated by the nonprofit organizations for which they volunteer or serve on a board or committee. Honorees will be featured in our wildly popular June issue, and celebrated in style at an evening soirée featuring hors d'oeuvres, cocktails and conversation.



MOST POWERFUL WOMEN

Late August, 2025

Location: TBD

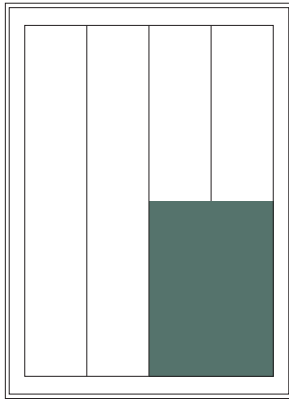
Attendees: 350+

Join the *Nashville Post* and *Nfocus* magazine as we discuss touching stories, light-hearted anecdotes and hard-won wisdom at this panel discussion among some of the city's top female leaders. Our luncheon will also honor our Model Behavior honorees and engage the audience in a conversation from a terrific group of Most Powerful Women that will leave guests buzzing and inspired.

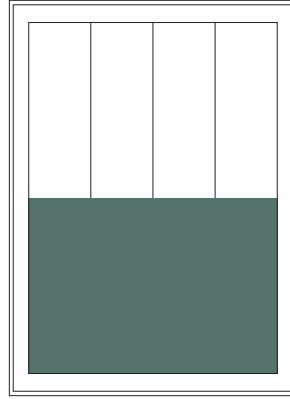
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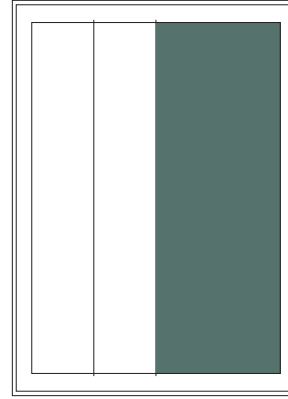
PRINT SPECIFICATIONS



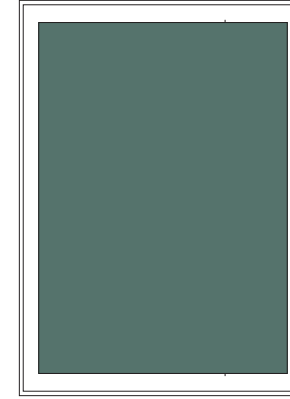
1/4B PAGE
4.1875"w x 6.125"h



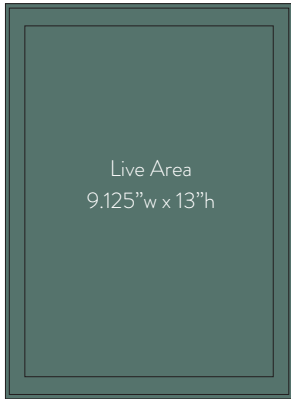
1/2H PAGE
8.625"w x 6.125"h



1/2V PAGE
4.1875"w x 12.5"h



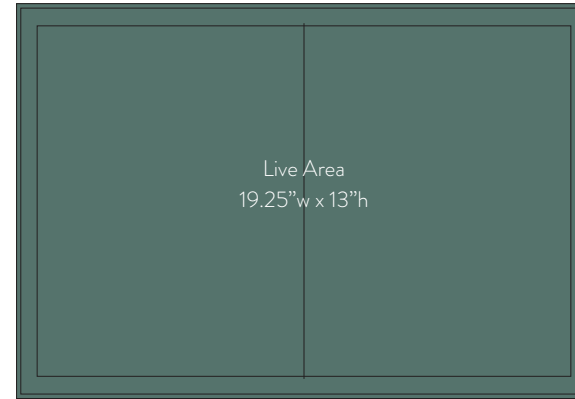
FULL PAGE
8.625"w x 12.5"h



FULL PAGE WITH BLEED
Bleed: 10.375"w x 14.25"h
Trim: 10.125"w x 14"h



TWO-PAGE SPREAD
17.25"w x 12.5"h



TWO-PAGE SPREAD WITH BLEED
Bleed: 20.5"w x 14.25"h
Trim: 20.25"w x 14"h

SUBMISSION REQUIREMENTS

FORMAT

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

COLOR

CMYK (no RGB or PANTONE)

IMAGES

Please make sure that any images used in your layout are CMYK and at least 300 dpi (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

DIGITAL SPECIFICATIONS

WEEKLY EDITORIAL NEWSLETTER ADVERTISING

(Example to right)

Top Banner 600x100

Large Feature Spot 600x400

Middle Banner 600x100

Small Feature Spot 600x600

THE SEASON MONTHLY EMAIL

Top Featured Event

1250x 600, 50 words of copy and CTURL

Regular Featured Event

600x600, 30 words of copy and CTURL

EXCLUSIVE EMAIL CAMPAIGN

Top Header/Hero Image 1250x600

Body Copy Max 250 words

Main Info Image 1250x1000

Footer Image 1250x300

Call to Action Button Copy, CTURL(s) and Social Media Handles

7-10 word subject line and 5-7 word preheader

Looking for a customized email design? Ask your sales rep for examples on our dynamic email offerings. Assets due minimum 1 week in advance of send date. All content subject to approval and proofing by Nfocus editorial team.

Top Banner

Large Feature Spot

Middle Banner

On the Circuit: All in for Hygiene
Continue reading...

INSIDER: Paint the Town with Preservation Society of Nashville
Continue reading...

Frist Art Museum Opens Café Cheeserie
Step inside the latest project of Crystal De Luna-Bogan and her husband Joseph Bogan, the entrepreneurial chef-owners of The Grilled Cheeserie.
Continue reading...

26th Anniversary Sales Event!
Save 26%
All month long.
CALIFORNIA CLOSETS
— NASHVILLE —

What's Inside Our September Issue?
Celebrating 20 years of Model Behavior, The Porch looks to the future, l'Étè du Vin celebrates 45 years and much more.
Continue reading...

SAINT ELLE
Experience the Elegance

On the Circuit: Symphony Ball Late Party Kickoff
STAFF WRITERS | PHOTOGRAPHS BY ANSELINA CASTELLO OCT 5, 2024

IN THIS ISSUE

October 2024

FORK & VINE
Marguerite
SAT OCT 5TH 6PM
BENEFITTING FOSTER CHILDREN AND FOSTER FAMILIES
Purchase tickets at www.nfocus.org

WEBSITE ADVERTISING

300 x 250 pixels
300 x 600 pixels
728 x 90 pixels
970 x 250 pixels
300 x 50 pixels

Run of Site
Ad Placement
Example

SUBMISSION REQUIREMENTS

FORMAT

Digital files must be sent as one of the following: .jpg, .png or .gif files

COLOR

RGB (no CMYK or PANTONE)

RESOLUTION

72 DPI

SIZE

Max file size 60K

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ISSUE & ADVERTISING PLANNER



January 2025 BRIDAL ISSUE

Space Reservation & Ad Materials Deadline:
Wednesday, December 11
Externally Created Ads Deadline:
Monday, December 16
Distribution: Thursday, January 2



May 2025 HOMES OF DISTINCTION AND DESIGN ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, April 17
Externally Created Ads Deadline: Tuesday, April 22
Distribution: Thursday, May 1

📍 Homes of Distinction Event / Steeplechase Style Contest/ Insider's Guide to Realtors



September 2025 MODEL BEHAVIOR

Space Reservation & Ad Materials Deadline:
Tuesday, August 12
Externally Created Ads Deadline: Friday, August 15
Distribution: Thursday, August 29



February 2025 BEST PARTIES ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, January 16
Externally Created Ads Deadline:
Tuesday, January 21
Distribution: Thursday, January 30



June 2025 FACES OF PHILANTHROPY AND STEEPLCHASE ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, May 15
Externally Created Ads Deadline:
Tuesday, May 20
Distribution: Thursday, May 29

📍 Fresh Faces of Philanthropy Event



October 2025 HEALTH, WELLNESS AND BEAUTY ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, September 18
Externally Created Ads Deadline:
Tuesday, September 23
Distribution: Thursday, October 2

📍 Insider's Guide to Aesthetics



March 2025 EPICUREAN ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, February 13
Externally Created Ads Deadline:
Tuesday, February 18
Distribution: Thursday, February 27

📍 Music City Food & Wine Preview



July 2025 THE GREAT OUTDOORS AND SWAN BALL ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, June 19
Externally Created Ads Deadline:
Tuesday, June 24
Distribution: Thursday, July 3



November 2025 ENTERTAINING ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, October 16
Externally Created Ads Deadline:
Tuesday, October 21
Distribution: Thursday, October 30



April 2025 SPRING FASHION ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, March 13
Externally Created Ads Deadline:
Tuesday, March 18
Distribution: Thursday, March 27



August 2025 TRAVEL AND DESTINATION DINING ISSUE

Space Reservation & Ad Materials Deadline:
Thursday, July 17
Externally Created Ads Deadline:
Tuesday, July 22
Distribution: Thursday, July 31

📍 Most Powerful Women Event



December 2025 GIFT GUIDE ISSUE

Space Reservation & Ad Materials Deadline:
Tuesday, November 18
Externally Created Ads Deadline:
Friday, November 21
Distribution: Thursday, December 4

📍 The Gift Shoppe Guide

REGULAR FEATURES & COLUMNS: Dining | Travel | Design | Arts & Culture | Style | Weddings

*All events and editorial content subject to change. Distribution dates subject to change. Please confirm with your account executive.

Nfocus is Nashville's longest-running premier luxury lifestyle and social magazine that covers the world of fashion, the arts, travel, philanthropy and more.

📍 Denotes Nfocus signature event or promotional insert

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