

BLUFFS & BAYOUS

Life Along and Beyond the Mississippi



2012 media kit

2012 editorial calendar

MONTH	DEADLINE	FEATURE
January	Dec 9	The Wedding Issue ~ Newlyweds and new happily-ever-afters to greet the New Year!
February	Jan 10	Matters of the Heart ~ Love in bloom from dating to diamond anniversaries, special events from Mardi Gras to the creative and performing arts — matters serious and sentimental and sensational!
March	Feb 8	Amusements ~ Pilgrimages and pageants, performances and exhibits, trips and treks — all that enthuses, inspires, and brings brilliance to our lives!
April	Mar 9	Home & Garden ~ Enhancements for the top of the "to-do" lists for our own living spaces . . . both inside and out!
May	Apr 10	Lifestyle & Travel ~ Activities, trends, and trips that define who we are or where we hope to be!
June	May 10	Health & Wellness ~ Medical and health issues important to our readers and their families. It is THE issue for advertising if you have a medical office or health-related business.
July	Jun 11	Arts ~ Amazing arts and artists exclusive to our area.
August	Jul 10	Back to School & SEC Football ~ Events that define the upcoming FALL, y'all! A time for businesses to promote back-to-school fashion and must-have products, announce special programs, and celebrate with tailgating.
September	Aug 10	The Great Outdoors ~ All things that make outdoor living, playing, hunting, and following sports our favorite pastimes.
October	Sep 10	Festivals and Downtowns ~ Festivals and celebrations that fuel our energies and our economies; our downtowns, vital and revitalized.....up and coming!
November	Oct 10	Dining ~ Dining in to dining out to dining "catered"; exciting recipes, intriguing restaurants and their specialties, party food novelties — fabulous fare for all!
December	Nov 9	Holiday Edition! ~ "'Tis the Season" for you, your families, and your home! If you have a business that you would like to promote during the holidays, appearing in our December issue should certainly be on the top of your business wish list!

about us . . .

Bluffs & Bayous is a tableau of Southern life in all of its cultural, culinary, economic, and historic opulence. *Bluffs & Bayous* targets readers in a radius around the Mississippi River, both north and south of Natchez, Mississippi, and its neighboring Vidalia, Louisiana. In Mississippi, our coverage spans Vicksburg east to I-55 at Brookhaven and north to Jackson, and in Louisiana south to St. Francisville, west to Alexandria, and north to Tallulah. *Bluffs & Bayous* provides its readers with an exciting and enthralling panorama, featuring events and entertainment, business data and updates, leisure and lore—all that is **Life Along and Beyond the Mississippi**.

demographics

Advertising in **Bluffs & Bayous** magazine places your message before an active, upscale market in Central and Southwest Mississippi and Southeast Louisiana. These readers demand the best in quality and service.

Bluffs & Bayous magazine is distributed throughout affluent shopping areas, restaurants, medical facilities, and tourist welcome centers.

Distribution – 15,000 Monthly (Avg.)

56,000 readers

Female Readership – 53%

Male Readership – 47%

Home Ownership – 75%

Dine Out Two/Three Times a Week – 80%

Attend Social Functions – 90%

Participate in Community Functions – 85%

about you . . .

THE SOCIAL SCENE

Bluffs and Bayous chronicles signature social and cultural events along and beyond the Mississippi, providing its readers a rich sampling of savvy, chic, and often sassy Southern life.

Guidelines for Photo Submission:

- *Bluffs & Bayous* accepts only digital images in jpeg, tiff or pdf format.
- Images must be at least 1024 pixels in any dimension.
- All photos must be of people. All people must be identified.
- Include a short paragraph describing the event, being sure to cite its date and location (town/state).
- Files can be emailed to editor@bluffsbayous.com or saved to a CD or DVD and mailed or delivered in person to *Bluffs & Bayous* Magazine, Attn: THE Social Scene Editor, 423 Main Street, Suite 7, Natchez, MS 39120.
- *Bluffs & Bayous* reserves the right to limit the number of pictures and edit copy based on the quality of the pictures, available space, and clarity of expression.

WEDDINGS

Announce your Engagement or Wedding in the monthly Wedding Section of *Bluffs & Bayous*.

Engagement Listing—\$100

Wedding Announcement—\$200

Wedding Package—\$265

(includes Engagement Listing, Wedding Listing, and Engagement or Shower Party Social Scene)

Guidelines for Wedding/Engagement Submission:

- Wedding - up to four photos and copy; Engagement - one photo and copy
- All photos and copy are due by the 10th of the month prior to the month of publication.
- Announcement must be typed and double spaced in story format.
- Include all contact information: name, telephone number, cell, fax, and email.
- All photos must include printed identification of people (other than bride and groom) in order of their appearance from left to right and places.
- Include a self-addressed and stamped envelope for photo return.

distribution



advertising rates & specs

effective January 1, 2011

Ad Size	Monthly	3 Months	6 Months	9 Months	12 Months
Full Page	\$1,200*	\$1,175	\$1,150	\$1,125	\$1,100
2/3 Page	\$850	\$830	\$810	\$790	\$770
1/2 Page	\$650	\$635	\$620	\$605	\$590
1/3 Page	\$450	\$440	\$430	\$420	\$410
1/6 Page	\$250	\$245	\$240	\$235	\$230

PREMIUM PAGES

COVERS

Inside Front/Back Half Page	\$750	\$730	\$710	\$690	\$670
Inside Front/Back Full Page	\$1,300	\$1,275	\$1,250	\$1,225	\$1,200
Back Full Page	\$1,400	\$1,375	\$1,350	\$1,325	\$1,300
Pages (3, 5, 7, 9)	\$1,250	\$1,225	\$1,200	\$1,175	\$1,150
Center Spread	\$3,000**				

*All co-op advertising is based on full-page, single rate.

**Two pages; see your advertising representative for details.

WEB ADVERTISING

www.bluffsbayous.com

- Existing Free-standing Advertisers: 6-month Web run \$475.00
— Paid in full at time of contract
- Non-existing-contract Web Advertiser: 6-month Web run \$550.00
— Paid in full at time of contract
- Co-op Advertisers: 6-month Web run \$525.00
— Paid in full at time of contract

Digital Data is required for all Ad Submissions.

Trim Size: 8.375 X 10.875

Printing Method: Web Offset

Color Reproduction: CMYK — no spot or Pantone colors (We strive to match the colors as closely as possible but cannot guarantee a perfect color match.)

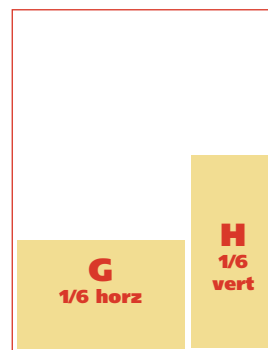
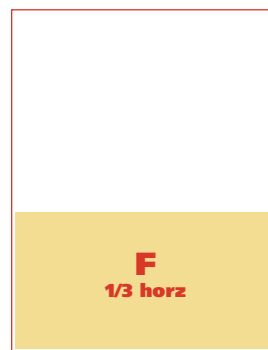
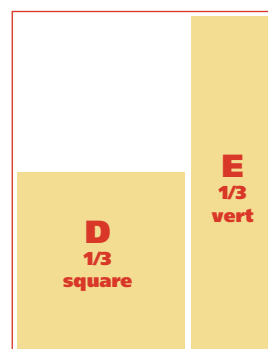
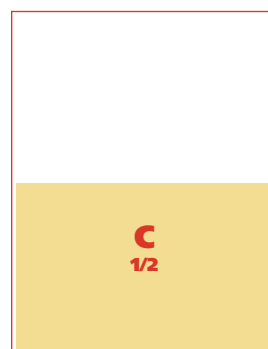
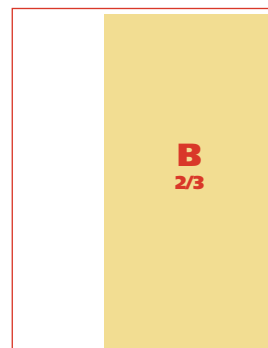
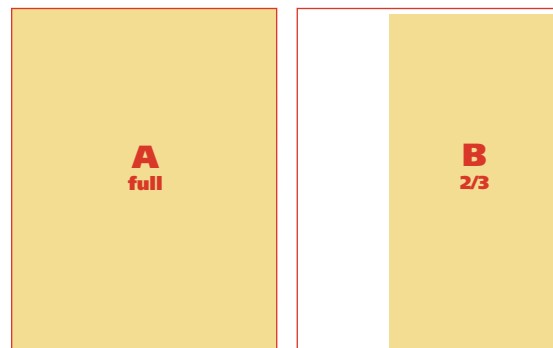
ACCEPTED FILE FORMATS

PDF is the preferred file format for digital ad submission. All high-resolution images and fonts must be embedded in the PDF. Image size must be 300 dpi when placed at 100%. Please check with your Account Executive if you have questions about ad preparation or need to submit your ad in any other format. Publisher and Word formats are not accepted.

Additional Charges

Ads submitted as "camera ready" should be built to the proper size specifications. Should we have to alter or adjust an ad sent "camera ready" or spend more than 15 minutes accessing the file, the ad is no longer considered camera ready, and you will be charged a graphics fee of \$45 per hour for revisions.

Should you wish to have an ad designed by the *Bluffs & Bayous* graphics staff but sent to another publication, you will be charged a graphics fee for the time required to prepare and send the ad.



AD SIZES

- A. Full Page bleed..... 8.625 X 11.125
- Full Page no bleed..... 7.625 X 10
- B. 2/3 Page..... 5 x 10
- C. 1/2 Page..... 7.625 X 4.875
- D. 1/3 Page square..... 5 X 4.875
- E. 1/3 Page vertical..... 2.375 X 10
- F. 1/3 Page horizontal 7.625 X 3.15
- G. 1/6 Page horizontal 5 x 2.315
- H. 1/6 Page vertical..... 2.375 X 4.875

testimonials



"With *Bluffs & Bayous* we get the maximum bang for our advertising buck! We have been advertising for over five years with this magazine and we know this is our number one medium for marketing The Pampered Sole. The coverage is impressive and the results amazing!"

Karen Linton, The Pampered Sole, Natchez, Mississippi

"As owners of Patrick's Fine Jewelry in St. Francisville, Louisiana, we have advertised in *Bluffs & Bayous* for many years. Donna is a great sales representative, and Anita is awesome with the ad designs. We've had calls generated by our ads from Brookhaven, Mississippi, and all along the Gulf Coast. Of course, our ads catch the eye of neighbors in Woodville and Natchez, Mississippi, as well. Advertising in *Bluffs & Bayous* really gets our name in circulation and skillfully showcases our inventory. Our ads in *Bluffs & Bayous* are a positive force in reaching our present and future customers."

John and Phyllis Patrick, Patrick's Fine Jewelry, St. Francisville, Louisiana

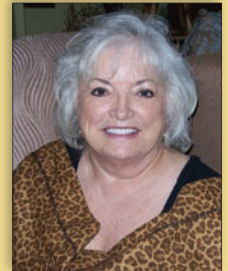


"I have become quite accustomed to my clients letting me know that they have seen and admired my work through my ads in *Bluffs & Bayous*. However, recently I was truly amazed when I had customers drive from Folsom, Louisiana, and later from Brookhaven, Mississippi, to have senior portraits made after viewing my work in your magazine. This tells me clearly that the magazine really reaches quite a distance beyond our local market! Dollar for dollar, there is no better way for me to let potential clients see my work than *Bluffs & Bayous* magazine!"

Van O'Gwin, Van's Photography, Vidalia, Louisiana

"*Bluffs & Bayous* continues to be a valuable advertising asset for Willingham's because our customers are constantly calling about or coming by to see the merchandise displayed in our ads. Also, *Bluffs & Bayous* offers a real marketing perk in taking our advertising to its readers all around Mississippi and into Louisiana. This advertising provides the perfect incentive for people to stop in Willingham's and shop a bit when they come to Vicksburg—and often gives them the reason to come to Vicksburg! Having *Bluffs & Bayous* in our store for pick up is a draw as well since most of our customers know they can find the magazines at Willingham's and look for copies of it to take with them when they leave with their purchases. Due to these multiple marketing assets, our promotion through *Bluffs & Bayous* has definitely been a profitable one!"

Barbara Willingham, Willingham's, Vicksburg, Mississippi



"We have been a long-time advertiser with *Bluffs & Bayous* because the coverage area that the magazine includes exposes our store and its product lines to many people inside and outside of the McComb area. We include the magazine in our monthly marketing efforts so we can reach the readers that pick up this particular magazine every month."

Richard Moore, McComb Electric, McComb, Mississippi

"We saw the Victorian Luncheon listing in the Up & Coming section of *Bluffs & Bayous* and thought it might be fun to drive to Natchez, enjoy the luncheon, and shop during the afternoon. We always read *Bluffs & Bayous* and look forward to picking one up each month to see what is going on."

Cindy Quayle and Sharon Stroble, Brookhaven, Mississippi



Bluffs & Bayous Magazine

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www.bluffsbayous.com

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