

VIP

KNOXVILLE

magazine



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VIP

MEDIA KIT



Event Coverage

VIP Knoxville is packed with coverage of local parties, galas and fundraisers including:

- L'Amour Du Vin
- Best of Blount
- East Tennessean of the Year
- Opera Ball
- Knoxville Challenger
- Bacon at the Bear
- Hats in Bloom Luncheon
- Pinnacle Business Awards
- Emerald Ball
- Jr. League of Knoxville Spring Gala
- Heart Ball
- Equal Opportunity Awards Gala
- Grains and Grits Festival
- Bijou Jubilee
- Hope Gala
- Boot Scootin' Ball
- Art Moderne Design
- Nine O'Clock Cotillion
- Knoxville Garden Club's Flower Show
- Evening in Orange
- TEE Up for Trauma Golf Tournament
- Fantasy of Trees Preview Party and Gala
- Evergreen Ball
- Zoofari
- KMA Holiday Home Tour
- Women's Fund Luncheon
- Go Red Luncheon
- Green Thumb Gala
- Summer Swing
- Kick Off to Summer
- Symphony Ball

Editorial Calendar

February	Bridal
March	Real Estate Lawn & Garden
April	VIP Kids/VIP Pets
May	Live Local(ly)
June/July	Financial
August	Health & Beauty
September	Football & Fashion
October	All About Women Local Cuisine
November	All About Home
December/January	Holiday Gift Guide New Year New You



Features & Departments

SPECIAL SECTIONS

Special sections dedicated to a topic or industry important to the community.

GOOD NEWS

Exciting news such as promotions, fundraising gifts, job announcements, and important who's who and what's what.

VIPOFILES

Conversations with Knoxville's business owners, community leaders and philanthropists.

CALENDAR OF EVENTS

Your comprehensive list of local events and charitable fundraisers.



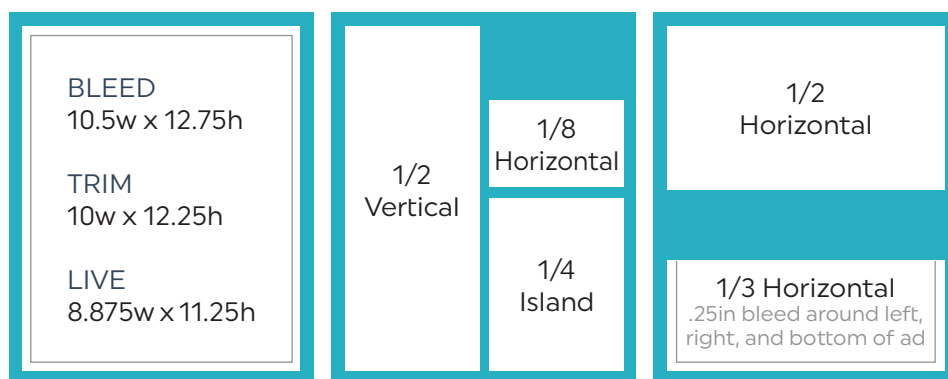
Rates

Ad Size	1x	5x	10x	10x (Auto Pay)
1/4 Page	\$880	\$770	\$640	\$570
1/3 Page	\$1050	\$925	\$780	\$680
1/2 Page	\$1350	\$1125	\$980	\$880
Full Page	\$2100	\$1785	\$1595	\$1485
Inside Cover	---	---	\$1720	\$1650
Back Cover	---	---	\$1920	\$1830

* Prices are per insertion.

† Ask your rep about our Auto Pay/Pre Pay billing option.

Ad Sizes



FULL PAGE

Keep vital information inside the live area. Other items should reach the bleed size.

1/2 VERTICAL

4.3125w x 11.25h

1/4 ISLAND

4.3125w x 5.5h

1/8 HORIZONTAL

4.3125w x 2.625h

1/2 HORIZONTAL

8.875w x 5.5h

1/3 HORIZONTAL

BLEED: 10.5w x 4h

TRIM: 10w x 3.75h

LIVE: 8.875w x 3.25h

Deadlines

All ad material must be submitted by the 20th of each month for the next month's issue.

For customer-supplied ads, space must be reserved by the 20th and the camera-ready ad must be submitted by the 23rd.

Mechanics

VIP Knoxville is printed on high quality, bright white, coated paper. We operate in a Macintosh OSX production environment.

CUSTOMER-SUPPLIED ADS

PDF files are preferred. Fonts should be embedded or outlined. Images should be CMYK and at least 300 dpi.

AD MATERIAL

SUBMITTED FOR DESIGN

EPS or vector files are preferred for logos. All photographs should be high resolution .jpg or .tif files 300 dpi or higher.

CONTACT INFO

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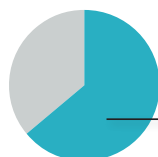
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The Power of Print

Print magazines inspire readers to take action. 64% of readers are inspired to take action after seeing a print magazine ad.



**64% OF READERS
INSPIRED TO TAKE ACTION**

ACTION TAKEN INCLUDES:

- have a more favorable opinion about the advertiser
- consider purchasing the advertised product or service
- gather more information about the advertised product or service
- recommend the product or service
- visit the advertiser's website
- purchase the product or service
- clip or save the ad
- visit or plan to visit a dealership

Print magazines are No. 1 in reaching affluent influential consumers in more categories than all other media combined.

MAGAZINES SHOW THE HIGHEST RETURN ON ADVERTISING SPEND BY FAR.

Source: Gfk MRI Starch

Readership

GENDER: 40% Male 60% Female

MEDIAN AGE: 33-55

TARGET AGE: Teenagers to Retirees

AVERAGE HOUSEHOLD INCOME:
\$75,000 to \$100,000

EDUCATION: College Graduate

DINE OUT: average 6-8 times
per month

TRAVEL: average 2-3 times per year

Highlighted Distribution

DOWNTOWN/EAST KNOXVILLE

Beck Cultural Center
Black Horse Pub & Brewery
Bliss
Brown Bag Restaurant
Calhoun's
Chesapeake's
Clancy's Tavern & Whiskey House
Crowne Plaza Hotel
Dogwood Arts
Gay Street Racks
Hampton Inn
Hilton Downtown Knoxville
Hyatt Place Knoxville
KAT
Knox High Senior Living
Knoxville Chamber Of Commerce
Knoxville Civic Coliseum
Knoxville Convention Ctr
Knoxville Museum of Art
Knoxville Visitors Ctr/Blue Plate
Special
KUB
Lawson McGhee Library
Maggies Bakery
Main Avenue Rack
Market Square Rack
McDonald's
Medic Regional Blood Center
Nama Sushi Bar
O.P. Jenkins
Ruth's Chris Steak House
Salon B&B
Status Dough
SunTrust Bank
The Muse
The Oliver Hotel
The Phoenix Pharmacy & Fountain
The Tennessean Hotel
TN Valley Title Ins Co
Union Ave Books
Vienna Coffee House
Wicked Chicken
YMCA
Zoo Knoxville

UNIVERSITY OF TENNESSEE

Children's Hospital
Cook Out Office
Domino's Pizza
Fed-X
Fieldhouse Social
Fort Sanders Regional Med Ctr
Stefano's Pizza
University Orthopedic Surgeons
Urology Specialists of East TN
UT Medical Center

BEARDEN/WEST HILLS/ROCKY HILL/CEDAR BLUFF

Abloom Florist
Allergy Specialists of Knoxville, PLLC
Archer's BBQ
ARWorkshop
Ashe's Wine & Spirits
Associated Pain Specialists
Aubrey's
Backporch Mercantile
Barker Sleep Institute & Clinic
Bearden Branch Library
Behavioral Medicine Institute, PC
Bennett
Better Life Medical
Bistro By The Tracks
Bob's Liquor & Wine
Bobby Todd/Todd Richesin Interiors
Butler & Bailey
Buttermilk Sky Pie Shop
Cakmes Dental Studio
Calhoun's On The Hill
Carolina Ale House
Casa Don Gallo
Citizens Bank
Copper Cellar West
Cornerstone Dental Arts
Dead End BBQ
Donald H Henson, DDS
E TN Prosthodontics

El Mezcal
Elle Boutique
Endocrinology Consultants of E TN
Est8te
European Wax Center
Family Care Specialists
Family Hearing Center, Inc
First Bank
G&G Interiors
Gastrointestinal Assoc, PC
Glass Bazaar
Gold's Gym
Golden Rule Dental Center
Gregory Brewer, MD
Grow Salon
Ham N Goodys
Harvest - Land, Sea & Vine
Healthy Lifestyle
Holloway Law & Mediation
Holly's Gourmet Market
Holy Land Market
Homborg Chiropractic
Home Federal Bank
J. Joseph Kennedy, MD
Juice Bar
Keller Williams Signature
Kendra Scott
KIDC, PC
Kimball's
Knoxville Comprehensive Breast
Center
Knoxville Endodontics
Knoxville Orthopedic Clinic
Lenny's Sub Shop
Long's Drug Store
M.S. McClellan & Co.
Makino Japanese
Mama Mia Cuisine
Mark Evans, DMD, PC
Markman's
Massage Envy Spa
Merle Norman Cosmetics
Mortgage Investors Group
Mountain Commerce Bank
Nama Sushi Bar
Nixon's Deli
Obligato
Oral & Maxillofacial Surgery
Parkwest Medical Center
Pelanco's Restaurant
Peninsula Outpatient Center
Pero's On The Hill
PME Communications
Prestige Cleaners
Prism Pool
Prohibition Package Liquor Store
Prosperity Partners Wealth
Management, LLC
Provision Health & Fitness
Provision Proton Therapy
Qdoba Mexican Restaurant
Raymond James
Realty Executives Assoc
Rice Buick
Roger's Rockin Blues Café
Salon Aquarius
Salon Azure
Salon Centric
Salon De Trois
Salon OC
SmartBank
Sola Salons
Sole In The City
South College
Southern Market
Standard Kitchen & Bath
StatCare
Status Dough
Sullivan's Fine Food
Summit Medical Group
The Beauty Market
The District Gallery
The Happy Envelope
The Trust Company
The Village Exchange
TIS
TN Cancer Specialists

TN College Of Technology
TN Eye Care
TN Valley Title Ins Co
Toddy's Liquor & Wine
Top Knox Beauty
US Cleaners
Warehouse Liquors
Winston Eye & Vision Center

WEST KNOXVILLE/FARRAGUT/HARDIN VALLEY

Anaba Japanese Cuisine
Archer's BBQ
Breazeale Clinic
Cadillac of Knoxville
Campbell Station Wine/Spirits
Chef's Asian Cuisine
Chesapeake's
Cinnaholic
Concord Veterinary Hospital
David's Abbey Carpet & Floors
Don Gallo Mexican Grill
El Mezcal Mexican Restaurant
Exact Tile
Family and Cosmetic Dentistry
Farragut Branch Library
Farragut Chamber of Commerce
Fort Sanders Health & Fitness Center
Fort Sanders W Diagnostic Center
Fort Sanders W Outpatient Surgery
Fox Den Country Club
Fulin's Asian Cuisine
Gallian Medical Group
Gold's Gym
Hardin Valley Internal Medicine
Harper Auto Square
Hibachi Grill
Home Federal Bank
Homespun Craft & Antique Mall
Ichiban Asian Cuisine
Juice Bar
King College Office
Knoxville Dental Center
Knoxville Eye Center
Knoxville Orthopedic Clinic
Knoxville Pediatric Dentistry
Knoxville Wholesale Furniture
Land Rover of Knoxville
Lexus of Knoxville
Little Happy
Makita Japanese Grill & Sushi
Massage Envy
Mercedes-Benz of Knoxville
Milestones Event Center
Miller Eye Care & Optical
Mimi's Café
Northshore Brasserie
Northshore Professional
Northshore Senior Living
Northshore Wines & Spirits
O! Chulos Grill & Bar
Parkwest Therapy Center
Prestige Cleaners
Regions Bank
Revolution Dance
Salon Amie
Salon Biyoshi
Salon La Roy
Snooty Anti-Aging
Soho Nails & Spa
Tennessee Ctr For Internal Medicine
Tennova Physicians Plaza II
Tennova Sleep Center
The Bingham Group
The Eye Group
The Snappy Tomato
Trillium Plastic Surgery
United Community Bank
Virginia Jane
Water Into Wine
Willow Creek Golf Club

NORTH KNOXVILLE & POWELL

Allergy & Asthma Affiliates
Archer's BBQ
Blackmon Pediatrics
Bombshells Salon Knox
Cherokee Health Systems

E TN Eye Surgeons
First Century Bank
First US Bank
Gallagher Plastic Surgery
Gastrointestinal Assoc, PC
Home Federal Bank
Jackie's Dream
Knoxville Dental Center
Knoxville Orthopedic Clinic
Massage Envy
Merchant's Wine & Spirits
My Family Dentistry
Pop's Wine & Liquor
R&Co Salon
Rusty Wallace Honda
Rusty Wallace Kia
Rusty Wallace Nissan
Southeastern Retina Associates
Sulack Chiropractic
Tennessee Cancer Specialists
Tennova Health & Fitness Center
Tennova Physicians Plaza
The Endoscopy Center North
The Handmade Table
Y-12 Federal Credit Union

BLOUNT COUNTY

Aiden Bren Salon
Alcoa Hwy Liquor Store
Allergy, Asthma & Sinus Center
ATI Physical Therapy
Aubrey's
Bill Cox Furniture
Blount County Eye Center
Blount Memorial
Blount Partnership
Calhoun's On The Creek
Care Today Clinic
City of Alcoa
Country Creek Dental
Covenant Health
Dana S Martin, DMD MS
Dandy Lions
East TN Dental Assoc
East TN Dermatology Group
East TN Development District
Foothills Milling Co.
Foothills Plaza Wine & Spirits
GNC
Green Meadow Country Club
Green Meadow Wine & Spirits
Head to Toe Massage
Keller Williams Realty
Maryville Orthopedic Clinic
National Fitness Center
O'Charley's
Olympia Athletic Club
Park Med Urgent Care
RT Lodge
Rusty Wallace Kia
Smartbank
Smoky Mountain Brewery
Subs & Such
Summit Medical Group
Tac Air
Texas Roadhouse
The Center for Dermatology & Surgery
The Walnut Kitchen
Topside Physicians
Vienna Coffee Shop

LOUDON COUNTY

Loudon County Chamber of
Commerce
Greer's Home Furnishings
Meadow View Greenhouses
Sons of Smoke
The Venue at Lenoir City
Visit Loudon County