

VIP KNOXVILLE

magazine

2 0 1 8

VIP

MEDIA KIT

Allison and Reid Lederer | Ben Finch, Finch Photo



Editorial Calendar

February	Bridal
March	Real Estate Lawn & Garden
April	VIP Kids/Academic
May	Destination Downtown
June/July	Financial/VIP Pets
August	Health & Beauty
September	Football & Fashion
October	All About Women Dining Guide
November	All About Home
December/January	Holiday Gift Guide

Event Coverage

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

- Jr. League of Knoxville Spring Gala
- Heart Gala
- Equal Opportunity Awards Gala
- Camp Koinonia Game On Gala
- Girl Talk Inc - Strong Women, Strong World
- KPIF's Great Gatsby Gala
- Bijou Jubilee
- Hope Gala
- Boot Scootin' Ball
- Art Moderne Design
- Splendor in the Glass Reception
- Nine O'Clock Cotillion
- Knoxville Garden Club's Flower Show
- Town and Country Garden Club
- The Dogwood Ball
- Evening in Orange
- Blackberry Farm Wine Event
- Comedy for a Cause
- Man Run
- TEE Up for Trauma Golf Tournament
- Fantasy of Trees Preview Party and Gala
- Evergreen Ball
- Zoofari Celebrity Bartending
- KMA Holiday Home Tour
- Women's Fund Luncheon
- Go Red Luncheon
- Junior Assembly of Knoxville



Features & Departments

SPECIAL SECTIONS

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

PEOPLE & PLACES

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.

THE ART OF LIVING

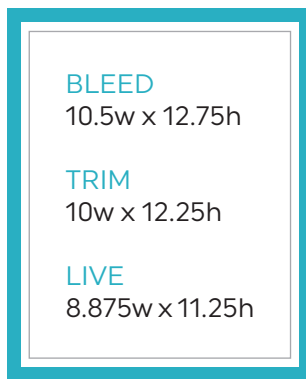
Ideas & tips to make your event the party of the year!

CALENDAR OF EVENTS

Your comprehensive list of local events and charitable fundraisers.

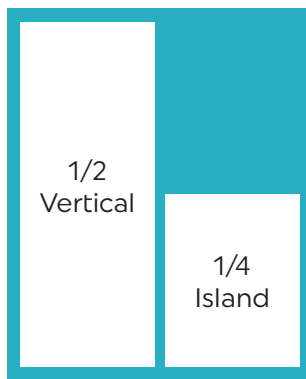


Ad Sizes



FULL PAGE

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

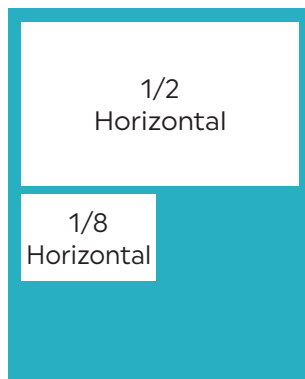


1/2 VERTICAL

4.3125w x 11.25h

1/4 ISLAND

4.3125w x 5.5h



1/2 HORIZONTAL

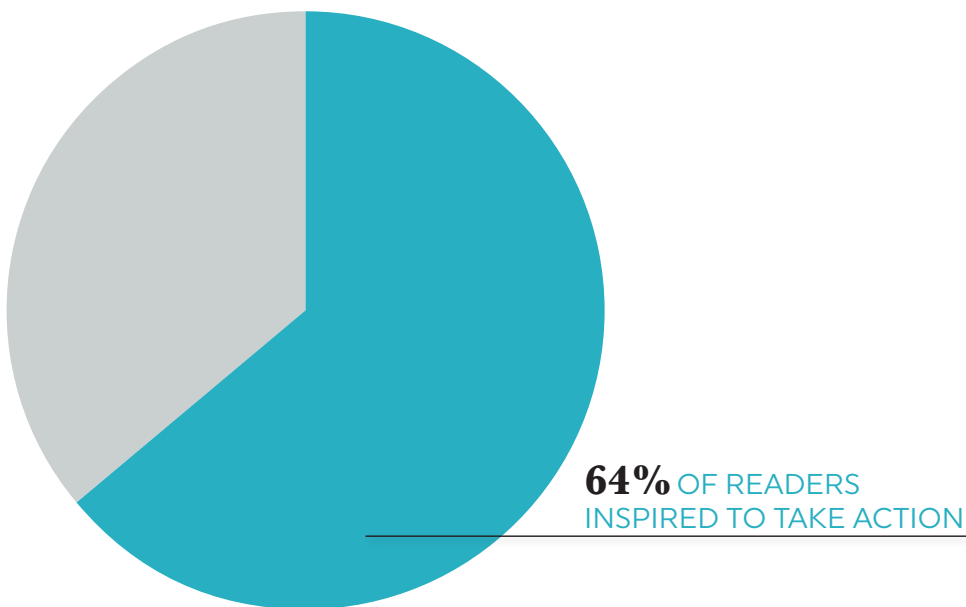
8.875w x 5.5h

1/8 HORIZONTAL

4.3125w x 2.625h

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.



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

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.

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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

Distribution

Abloom Florist
 Active Healthcare Center (2 locations)
 All Occasions Party Rentals
 Allergy Specialists of Knoxville, PLLC
 American Lightning
 Amnesty Health Care
 Anaba Japanese Cuisine
 Apple Cake Tea Room
 Art Market Lobby
 Ashe's Wine & Spirits
 Ashley Furniture
 Aubrey's (2 locations)
 Austin's Steak & Buffet
 Aveda Salon
 Babalu Taco & Tapas
 Barker Sleep Institute & Clinic
 Barnes & Barnes
 Barre 3
 Bearden Branch Library
 Beautique
 Behavioral Medicine Institute, PC
 Bench Mark Physical Therapy (2 locations)
 Bennett Galleries
 Big Wheel
 Billy Houston Group
 Bistro at the Bijou
 Bistro By The Tracks
 Black Horse Pub & Brewery
 Blackmon Pediatrics
 Bliss
 Blount Partnership
 Blue Coast Grill
 Bob's Package Store
 Bombshells Salon
 Bosch Law Firm
 Brazeiros Churrascaria
 Bridgewater Place
 Brown Bag Restaurant
 Brown Chiropractic
 Buttermilk Sky Pie Shop
 Buzz Nabers Dental Boutique
 Cachepot
 Café 4
 Cakmes Dental Studio
 Campbell Station Wine & Spirits
 Cancun Mexican Grill & Bar
 Carolina Ale House
 Casa Don
 Castleton Events
 Casual Pint
 Cazy's Corner Grill
 Chef Ben Chinese
 Chefs Asian Cuisine
 Cherokee Health Systems
 Chesapeake's
 Chesney Dentistry
 Children's Ear, Nose & Throat
 Children's Hospital (3 locations)
 Chipotle
 Chivo
 Citi Fido
 Citizens Bank
 Clancy's
 Clayton Performing Arts Center
 Clementine's Salon
 Clinic at Phoenix
 Closet Solutions
 Coffee & Chocolate
 Coldwell Banker
 Concord Veterinary Hospital
 Contemporary Women's Health
 Coolato Gelato
 Cornerstone Dental Arts
 Covenant Health
 Crouch Florist
 Crown Plaza Hotel
 Cru Bistro & Wine Bar (2 locations)
 Danny Adkin, DDS
 Dayton Pest Control
 Dead End BBQ
 Dixie Kitchens
 Dogwood Arts
 Don Gallo Mexican Grill
 Donald H Henson, DDS
 Downtown Grill & Brewery
 Downtown Wine & Spirits
 Dr Ed Breazeale
 Dr David Reath
 Dr. Edmunds
 Dr. Jason Hall
 Duncan Automotive
 Dynasty Express Chinese
 Earth to Old City
 East Tennessee Eye Surgeons
 East Tennessee Vein Care
 East TN Heart Consultants

East TN Plastic Surgery
 East TN Prosthodontics
 El Burro Flojo
 El Mezcal Mexican Restaurant
 Elle
 Endocrinology Consultants of East TN
 EST8TE
 European Wax Center
 Event Team Meeting
 Exact Tile
 Family and Cosmetic Dentistry
 Family Care Specialists
 Family Dentistry of Knoxville (2 locations)
 Family Hearing Center, Inc.
 Farragut Branch Library
 Farragut Chamber of Commerce
 Fed-X/Kinko's
 Ferguson's
 Fieldhouse Social
 First Security Bank (Downtown)
 First Watch Café
 Flower Pot
 Fort Sanders Health & Fitness Center
 Fort Sanders Regional Med Center
 (2 locations)
 Fort Sanders W Diagnostic Center
 Fort Sanders W Outpatient Surgery
 Fountain City Jewelry
 Fountain City Liquor & Wine
 Fountainhead College
 Fox Den Country Club
 Frank's Barbershop
 Freidman's Appliances
 Frussie's Deli
 Fulin's Asian Cuisine
 G&G
 Gallaher Plastic Surgery & Spa MD
 Gallian Medical Group
 Garden Angel Party
 Gastrointestinal Associates, PC
 (2 locations)
 Gillian Medical Group
 Golden Rule Dental Center
 Gourmet's Market
 Gregory Brewer, MD
 Grow Salon
 Ham N Goody's
 Hardin Valley Internal Medicine
 Harper Acura
 Harper Audi
 Harper Infiniti
 Harper Volkswagen
 Hats in Bloom
 Head Investment Partners
 Healthy Lifestyle
 Hibachi Grill
 Hilton Hotel (Downtown)
 Homborg Chiropractic
 Home Federal Bank (6 locations)
 Home2 by Hilton
 Hotel Knoxville
 Hyatt Place
 Ichban Sushi & Asian Grill
 International Delicacies
 International Flair
 Introduction Knoxville
 Jack H. Tarr, MD
 Jonathan Miller
 Juice Bar (3 locations)
 KCBC
 KIDC, PC
 Kim Trent Real Estate Launch
 Kitchen 919
 Knox High Senior Living
 Knoxville Chamber Of Commerce
 Knoxville Chocolate Company
 Knoxville Dental Center (2 locations)
 Knoxville Endodontics
 Knoxville Eye Center
 Knoxville Museum of Art
 Knoxville Oral and Maxillofacial Surgery, PC
 Knoxville Orthopedic Clinic (3 locations)
 Knoxville Pediatric Dentistry
 Knoxville Visitors Center
 Knoxville Wellness
 Knoxville Wholesale Furniture
 Kotsianas, DDS
 KUB
 Lambert's Health Care
 Landrover
 Landry & Azevedo Law
 Law Family Dentistry
 Laws Interiors
 Lawson McGhee Library
 Lenny's Sub Shop
 Lexus of Knoxville

Lice Clinics of America
 Long's Drug Store
 Mackley Jewelers
 Makino Japanese
 Makita Japanese Grill & Sushi
 Mandarin House
 Mark Evans, DMD, PC
 Market House Café
 Market Square - South
 Market Square Café
 Markman's
 Massage Envy (3 locations)
 Mast General Store
 Mathnasium
 Max Potential Rehabilitation
 McAlister's Deli
 McScrooge's Wine & Spirits
 Medi Weight Loss
 Mercedes
 Methodist Medical Center
 Mi Pueblo
 Miller Eye Care & Optical
 Mimi's Café
 Mortgage Investors Group (2 locations)
 Movement Mortgage
 Moxley Carmichael
 Muse Knoxville
 My Family Dentistry
 Myers Orthodontics
 Myrtle's Chicken & Beer
 Nama Sushi Bar (2 locations)
 Naples Italian Restaurant
 Natural Alternatives Hair Spa
 Nixon's Deli (2 locations)
 Northshore Brasserie
 Northshore Senior Living
 Northshore Wine & Spirits
 Not Watson's
 Nutting Comprehensive Dentistry
 O.P. Jenkins
 O'Chulos Grill & Bar
 Oasis Day Spa
 Obligato
 Oliver Royale
 Oliver Hotel
 Oodles Uncorked
 Oral & Maxillofacial Surgery (2 locations)
 ORNL
 Park West Medical Center (3 locations)
 Park's Pediatric Clinic
 Parkwest Therapy Center
 Paws Pet Supply & Grooming
 Pearl on Union
 Pelancho's Restaurant
 Pellissippi CC (JL Goins Admin Bldg)
 Pellissippi Pediatrics
 Peninsula Outpatient Center
 Penn Station E Coast Subs
 Performance Medical
 Pero's On The Hill
 Pero's Restaurant
 Persian Rugs
 Pete's Coffee Shop
 Phoenix Lobby
 Phoenix Pharmacy
 Planet Fitness
 PME Communications
 Pop's Wine & Liquor
 Precisionhc
 Premier Surgical Associates
 Prestige Cleaners (3 locations)
 Prestige Properties
 Prohibition Wine & Spirits
 Prosperity Partners Wealth Mgmt
 Providence Homes
 Provision Health & Fitness
 Provision Proton Therapy
 Puleo's Grille (2 locations)
 Pure Luxe Salon & Spa
 Qdoba Mexican Restaurant
 Radiation Oncology
 Regions Bank (2 locations)
 Remax Preferred Properties
 Renfro's Interiors
 Results Physiotherapy
 Rice Buick GMC
 Rick Terry Jewelers
 Rita's Bakery
 River View Towers
 Robert Kelso DDS
 Rock Paper Scissors Salon
 Roger's Rockin Blues Café
 Roosters Bar & Grill
 Ross the Boss
 Rutenburg Homes
 Ruths Chris

Salon Amie
 Salon Azure
 Salon Centric
 Salon De Trois
 Salon Visage
 Sam & Andy's
 Seasons Wellness
 Sequoyah Nails
 Realty Executives
 (Sharon Bailey and Dick Browder)
 Keller Williams (Sharon Laing)
 Schmid & Rhodes Construction
 Simoniz Car Wash
 Skin Wellness Center
 Snooty Anti-Aging
 Soho Nails & Spa
 Sola Salons
 Sole In The City
 South College
 Southeastern Dermatology
 Southeastern Retina Associates
 Spa Visage
 SR Medical Services
 Standard Kitchen
 Stephano's Pizza
 Sullivan's Fine Food
 Summit Express Clinic
 Summit Medical Group (2 locations)
 SunTrust Bank (2 locations)
 Susan Bourdeau
 TAC Air TYS
 Tailgate Tennessee
 Taste of Thai
 Tellico Golf Club
 Tellico Village Yacht club
 Tennessee Cancer Specialist
 Tennessee Center For Internal Medicine
 Tenna Health & Fitness Center
 Tenna Hospital (6 locations)
 Tenna Obstetrics & Gynecology
 Associates
 Tenna Physicians Plaza
 Tenna Sleep Center
 Tequila Amigos
 The Casual Pint
 The District Gallery
 The Endoscopy Center - North
 The Eye Group
 The Happy Envelope
 The Market
 The Oliver Hotel
 The Peoples Bank
 The Phoenix Pharmacy
 The Snappy Tomato
 The Tennessean Hotel
 The Tomato Head Restaurant
 The Village Exchange
 TN Cancer Specialists
 TN College Of Technology
 TN Eye Care
 Toddy's Liquor & Wine
 Topside Physicians
 Tre Salon
 Tree & Vine
 Twig Children's Boutique
 UBS Financial
 Uncorked
 United Community Bank
 University Orthopedic Surgeons
 Urban Salon
 US Cleaners
 USI Motors
 UT Medical Center (2 locations)
 Venue @ Lenoir City
 Vienna Coffee House
 Village Exchange
 Virginia College
 Visit Knoxville
 Walker Collision
 Wallace Paper Co
 Warehouse Liquors
 West Hills Flats & Taps
 Wild Eggs
 William F. Conley Bldg
 WindRiver
 Winston Eye & Vision Center
 Wolfgang Interiors
 Women's Basketball Hall of Fame
 Yassin's Falafel House
 Zoe's Kitchen