

VIP KNOXVILLE

magazine

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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 & Fall 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.

VIPROFILES

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

THE ART OF LIVING

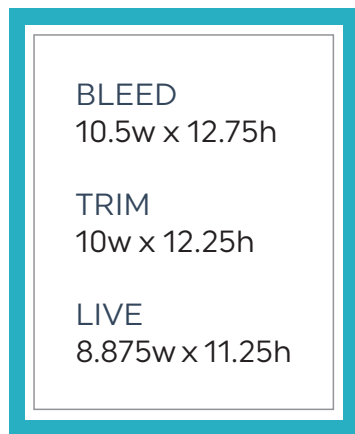
Ideas & tips to make your event the party of the year!

CALENDAR OF EVENTS

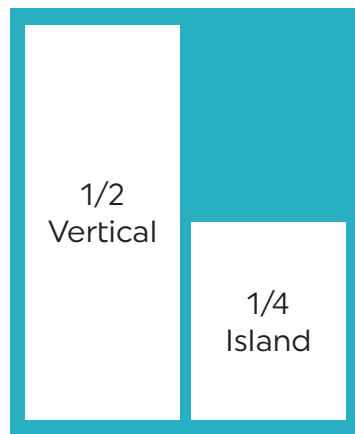
Your comprehensive list of local events and charitable fundraisers.



Ad Sizes

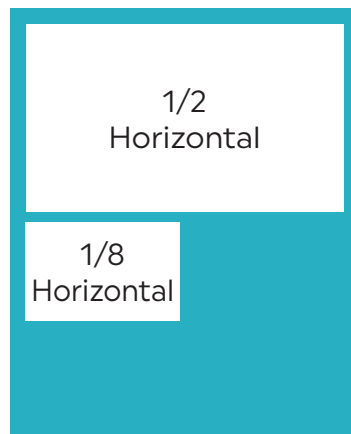


FULL PAGE
Keep vital information inside the live area. Other items should reach the bleed size.



1/2 VERTICAL
4.3125w x 11.25h

1/4 ISLAND
4.3125w x 5.5h

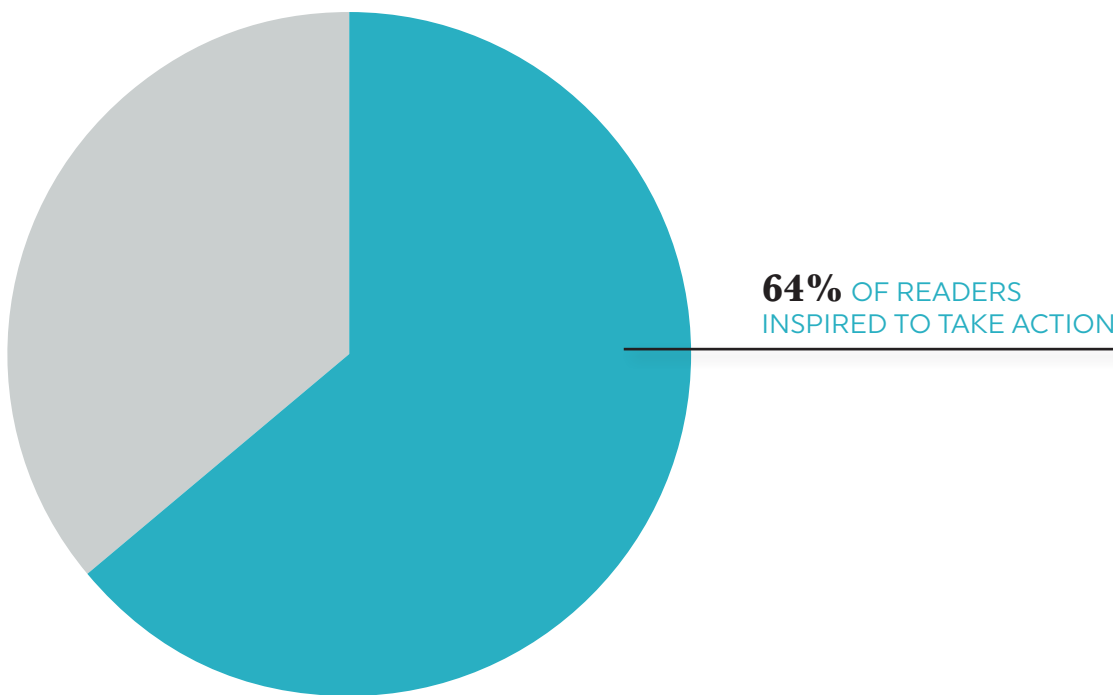


1/2 HORIZONTAL
8.875w x 5.5h

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.

CONTACT INFO

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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

Targeted Distribution

A Dopo Pizza
Alumni Hall
Ancelet Photography
Ashe's Wine & Spirits
At Home Audio Video
Azure Salon
Balter Beerworks
Bearden Hill Field House
Bearden Pediatric Dentistry
Belleza Salon and Spa
Betsy's Nutritional Counseling
Bistro by the Tracks
Blackberry Farm
Bliss Home
Bobs Liquor & Wine
Braezeale Clinic
Butler and Bailey Market
Cachepot Floral & Garden
Café 4
Cazzy's Corner Grill
Chef Simon Hall
Chez Guevara
Children's Dentistry of Knoxville
Children's Hospital
Citico's Restaurant & Club
Clinton Glass Company
Club LeConte
Connors Steak & Seafood
Corks Wine & Spirits
Cru Bistro and Wine Bar
D Block Athlete Training
D-1 Sports Training
Dandy Lions Gifts
Dean-Smith Realty
Decorating Den Interiors
Design House Interiors
Dixie Lee Wines & Liquors
Don Gallo (Choto Markets Way)
Dr. Charles Shanks, Oral Surgeon
Dr. David Reath, Cosmetic Surgeon
Dr. Mike Mysinger, Pediatric Dentist
Dr. Robert Kelso, Dentist
Elle Boutique
Emilia
Dr. Erin Saunders, OBGYN
Est8te
European Fine Hardwood Floors
Farm Bureau
Farmers Insurance
Fig & Co
First Tennessee
Foothills Milling Company
Fort Sanders Regional Medical Center
Gallaher Plastic Surgery & Spa MD
Gavino's Pizzeria and Restaurant
Gift & Gourmet Interiors
GO Glamorous Beauty Bar
Grow Hair Skin Body Salon
Hannah Davis Photography

Harold's Hard Bodies
Harper's Audi
Harper's Jaguar
Harper's Maserati
Harper's Porsche
Harpers Bike Shop
Holly's Gourmet Market
Homespun Craft & Antique Mall
Hughes Realty
Ironic Home Decor
JC Holdway Restaurant
Jubilee Knox Chalks
Juice Bar
Keller Williams
Kimball's Jewelers
Kinnucan's Specialty Outfitters
Knox Mason Restaurant
Knoxville Center Mall
Knoxville Pediatrics Associates
Kristi Clothing & Accessories
Lakeside Tavern
Lamon Jewelers
Lauren Ladd Photography
Light RX Face & Body
Lighthouse Outdoor Lighting
Lisa Foster Floral Design
Lonesome Dove Western Bistro
Long's Drug Store
Longevity Massage Specialists
Lyn Collier Photography
M.S. McClellan
Magpies Bakery
Mango's Home Decor
Maple Hall Bowling Lanes
Markman's Diamonds and Fine Jewelry
Mason Burks Training
Movement Mortgage
Nadeau – Furniture With A Soul
Nama Sushi Bar
Nancy Keith Realtor
Natural Alternative Salon & Spa
Nautical Boat Club of Knoxville
Northshore Animal Hospital
Northshore Brasserie
Not Watson's Kitchen + Bar
Nourish Skin Studio & Spa
Nouveau Classics
O.P. Jenkins Furniture & Design
Obligato
Oliver Royale Handsome Bar
Orange Theory Fitness
Parkwest Medical Center
Pavillion of Turkey Creek
Pellissippi State Community College
Phil Cobble Fine Homes & Land
Pink Pomegranate Home
Pinnacle Financial Partners
Plantation Reclaimed
Prestige Cleaners

Realty Executives
Regions Bank
Rocky Hill Dental
Roost Home
Salon Aquarius
Sarah McAffry Photography
Savelli's Italian Restaurant
Sea Ray of Knoxville
Seasons Innovative Bar & Grille
Signature Kitchens & Baths
Smart Bank
Snooty Anti-Aging & Wellness
Sole in the City
South College
Southern Market
Stokes Lighting Center
Studio 6 Boutique
Sullivan's Fine Foods
Summit Medical Group
Taylor & Huie Fine Interiors
Tennessee Theater
Tennova
The Apple Cake Tea Room
The Farmacy
The French Market Creperie
The Happy Envelope
The Oliver Hotel
The Stock and Barrel
The Tennessean Hotel
The Village Exchange
Tile Sensations
Todd Richesin Interiors
Tori Mason Shoes
Travis Marine
Trinity Medical Associates
Tupelo Honey
Twig Children's Boutique
University Radiology
University of Tennessee
US Cleaners
USI Motors
UT Hospital
Val's Boutique
Wallace Paper Company
Walnut Kitchen
West Town Mall
White Lace & Promises
Willy's Butcher Shop
YMCA