

NASHVILLE CHRISTIAN FAMILY®

CELEBRATING 10 YEARS OF GOOD NEWS

What Our Readers Say:

"I see it everywhere."

"I read it from cover to cover."

"I pass it around to family and friends."

"I read it online and I love the app!"

What Our Advertisers Say:

"It is the most cost effective advertising we do to have our message seen by the Christian community of Middle TN."



How Are We Different?

The publication has no competition in this area, is unique and one of a kind for the Christian community in Middle TN, offering a wide variety of content for the entire family. Readers loyalty has been a huge part of our success. Because of the emotional tie to our publication, readers know that by supporting our advertisers, they will help the magazine thrive. It is not uncommon for an advertiser to tell us that a reader visited their web site, stopped by or called and said, "I'm here because I saw your ad and/or article in Nashville Christian Family Magazine." They feel a trust in the advertiser as well as support for a ministry. 100% of our readers are your prospects.

Where Do Readers Find Our Magazines?

Nashville Christian Family is published monthly and distributed in the Nashville metro area, including Williamson, Davidson, Rutherford, Sumner, Wilson, Dickson, Cheatham and Maury Counties. Further, the publication's coverage continues to increase due to television advertising with WHTN TV, the Middle TN affiliate of the CTN Network. WHTN's coverage area includes 26 counties in Middle Tennessee. The magazine is also promoted on Radio Stations The Fish, Way Fm, Bott, Moody and MyGospel365.com, an online only station. Readers look forward each month to picking up a copy of the next issue at our distribution points such as YMCAs, other Fitness Centers, Grocery Stores, Restaurants, Hospitals, Medical and Dental Offices, Coffee Shops, Christian Schools and Universities, Banks and Credit Unions, Book Stores, Special Events and Concerts in the area and many more high traffic locations. The online version is read by thousands at www.christianfamilynashville.com. It is web interactive with live links in your ad and article.

Demographics

Our focus groups show the following about our readers:

- Initially picked up by 65% Female 35% Male
- Annual Household Income Averages \$75K - \$130K
- Primary readership ages of 25-54. Strong secondary readership ages 55-75.
- Of the thousands of magazines picked up each month, each individual magazine is read by an average of 2.5 readers in addition to our thousands of online readers.
- Each issue has an 8-10 week shelf-life

WOW!

In addition, our advertisers have the opportunity to enjoy these added value benefits:

- Provide articles, stories and editorial content in Departments such as: Parenting, Marriage, Children and Youth, Money Matters, Church Leader, the Bible, Seniors, Spiritual Life, Home Improvement, Cool Stuff, Prayer, Music, Books, Outdoors, and much more.
- Free calendar event listings and additional listing in resources guide.
- Social media presence in on-line issues of magazine featuring live links from advertiser ads to advertiser websites.
- Added value through social media exposure and interaction through Facebook, Instagram and the App

Our Mission

Nashville Christian Family magazine exists to help businesses and non-profit organizations grow through advertising and to reach people with the Good News of Jesus Christ. The publication is designed to provide Christians and the Community at large with ways to strengthen and grow in their Christian faith within the family, community and business environment by featuring content designed to promote positive Christian living for people of all ages - In other words, promoting God's Kingdom Purpose by Sharing Good News!

For more information, contact publisher@christianfamilynashville.com or 615-815-8765

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Here's what our Advertisers have to say!



"You have heard the old saying 'the Proof is in the pudding' and that is what I got when I advertised in the *Nashville Christian Family* magazine. I wanted my message to get out to faith based businesses and people and it worked. My business has well passed the investment I made in the publication. My plans are to continue to use most of my marketing dollars with this publication."

— **Ben Davis, CSA, Director of Outreach Select Pointe, LLC**



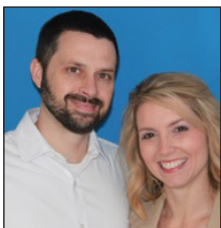
"*Nashville Christian Family* magazine has helped us establish credibility, raise awareness, and give people hope."

— **Paula Mosher Wallace, President and Chairman of Bloom In The Dark, Inc.**



"*Nashville Christian Family* is a tremendous partner. Each person on the team is a pleasure to work with, and their work and customer service exceed our expectations in each interaction. They are creative and helpful, and their work produces results. We have worked with them in editorials and advertising. We are proud of the reach *Nashville Christian Family* magazine provides Doing Good, and we look forward to continued relationships with their staff and readers."

— **Megan McInnis, Founder & Executive Director of Doing Good**



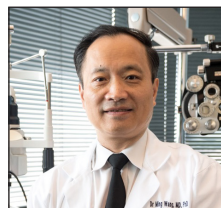
"Advertising with *Nashville Christian Family* magazine is a great fit for us! We are a small, family business that loves to help other families maintain pest free homes. We are able to reach many families in our area with this publication. Thank you for producing such a great magazine for our community!"

— **Andy & Julie Yant, Owners**



"As the founder and senior partner of Crain Law Group, PLLC, I am proud to be a Community Partner of *Nashville Christian Family*. It is a beacon of Christian values shared through the testimonies of Christian business men and women who have dedicated their lives to being salt and light. Robert Stringfellow has done a magnificent job of creating a forum for people from all walks of life to share how their relationship with Christ has both impacted their spiritual journey, and given meaning to their chosen profession. Each month, the articles in NCF focus on real life stories of fellowship, hope and encouragement. I highly recommend this publication to all who share a commitment to Christian values, but even more to those who may be seeking answers to questions regarding the Christian faith."

— **Larry Crain**



"I have worked with *Nashville Christian Family* magazine for a couple of years. My experience with this company has been exceptional. The designers are easy to work with, and very creative. At Wang Vision 3D Cataract & LASIK Center, we are constantly producing new material for our readers. A brand new ad is created every three months. The *Nashville Christian Magazine* designs these beautiful ads and articles. They have a quick turnaround and never miss a deadline. I highly recommend the *Nashville Christian Family* magazine to anyone looking for marketing opportunities, business inquires, or just for pleasure reading."

— **Ming Wang, Harvard & MIT (MD); PhD (laser physics)**



"*Nashville Christian Family* Publication meets such a need in our community. We also get a great response to the ads we place in the publication. We are thankful to be partnering with such a quality Christian publication that's so well read and respected."

— **Monica Schmelter, General Manager WHTN - Christian Television Network**

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Here's what our Advertisers have to say!



"Working with Robert is a great joy and he is one of the most community-minded leaders I have met in a long time. He goes the extra mile for the advertising customers he works with. I appreciate being able to advertise our events and to write for the magazine and encourage middle TN families."

— **Tammy Daughtry, Co-Founder**
The Center for Modern Family Dynamics



"We have known and have worked with Robert Stringfellow and *Nashville Christian Family* for a number of years since the first issue was published. We consider the publication as a valuable method to market our Molly Maid residential home cleaning service. Robert and his staff work closely with our business by customizing a branding campaign to fit our budget and marketing plan. Robert is a man of high integrity and ethics and is sincerely interested in what is best for all parties concerned! Regarding the publication, we like the content, heart felt stories and message of *Nashville Family Christian* as a bright light in and otherwise gloomy news world. We have enjoyed the level of service and follow through of Robert and his team."

— **Melissa and Scott Farrar**
CEO and President Molly Maid of South Davidson, Williamson, Maury and Hamilton Counties



"Classical Conversations of Middle TN is pleased to partner with like-minded businesses, like *Nashville Christian Family*, to connect with local families that Homeschool and are in search of great opportunities for their children. We have enjoyed visibility in the marketplace, responsive service, and the quality of the publication. We have chosen NCF for

its selective content that mirrors many of our same values as an organization. Thank you for your service to our community!"

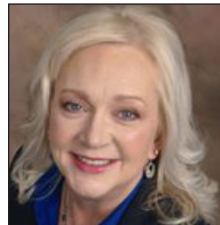
— **Denise McLain, Area Representative,**
Middle TN, Classical Conversations



"We look forward to any opportunity to work with *Nashville Christian Family*! Every time we've either advertised or had features run - - we feel the results. It's amazing how many people tell me: "I saw your ad in *Nashville Christian Family*!"

On behalf of Michael W. Smith and all of us at the MWS Group - thanks to *Nashville Christian Family* for serving the Nashville community so well."

— **Chaz Corzine, Partner - The MWS Group**



"Advertising in the *Nashville Christian Family* magazine has proven to be valuable and rewarding. It is instrumental to have an avenue that creates awareness to those of the Christian spirit and others, about the benefits special needs trusts provide for those living with physical, mental or intellectual disabilities. This wholesome magazine is

reaching people spiritually, mentally and emotionally. This is a rich pathway for sharing programs, services, and products that help people to improve their quality of life. Thank you, *Nashville Christian Family* magazine for giving our company and all of the other companies who advertise in the magazine the ability to reach so many."

— **Darlene Kemp, MPH, MBA-HCM,**
Executive Director of Vista Points Special Needs Trusts



"*Nashville Christian Family* serves a great purpose to the Middle Tennessee community. I'm grateful for Trevecca's continued partnership in reaching the Christian community with content focused on encouragement and stories of hope."

— **Matthew Toy, Associate Vice President**
Office of Marketing and Communications

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ADVERTISING RATES and SPECS

Print Ad Rates Color

	1x	3x	6x	12x
Back Cover	1,750	1,650	1,550	1,500
Inside Covers	1,300	1,250	1,200	1,150
Ctr. Spread 1/2	1,300	1,250	1,150	1,100
Full Page	1,200	1,150	1,100	1,000
1/2 Page	870	850	700	660
1/4 Page	550	500	475	450
1/8 Page	380	350	330	300

Corporate Community Partner:

Foundation Level	\$9,500
Legacy Level	\$14,000

Specs

Print Ads

- Submit as PDF with all fonts embedded
- Ads should be CMYK PROCESS color (no RGB or spot colors)
- True black text (no rich black).
- PDF should be exact ad size except full page ads which can bleed off the page if desired

Web Ads

- Submit as JPG

SUBMIT ADS TO:

publisher@christianfamilynashville.com or
ncfpublication@gmail.com

PRODUCTION/DESIGN QUESTIONS:

wendysatterwhite@gmail.com

Web Ad Rates - Monthly

Side Bar (300x250) (Home Page Only)	100
Side Bar (300x250) (All Pages)	200
Banner Ad (728x90) (Home Page Only)	200
Banner Ad (728x90) (All Pages)	300

Print Ad Sizes

Width X Height

Full Page 11 X 13 (Bleed Size)
10.5 X 12.5 (Trim Size)
9.5 X 11.5 (Live Area, text must be in this space)

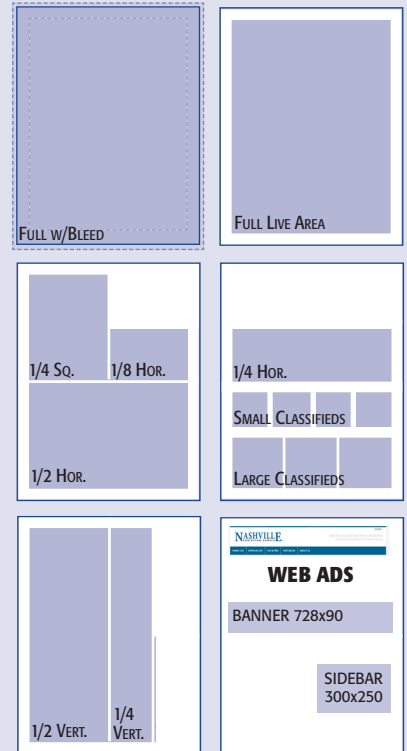
1/2 Page Horizontal 9.5 X 5.5
1/2 Page Vertical 4.375 X 11.25
1/4 Page Square 4.375 X 5.5
1/4 Page Horizontal 9.5 X 2.625
1/4 Page Vertical 2.125 X 11.25
1/8 Page Horizontal 4.375 X 2.625

Web Advertising

Side Bar 300 px X 250 px
Banner 728 px X 90 px

Social Media

Campaign includes boosted posts, links to blog, digital ad and MUCH MORE!
See page 5 of Media Kit for more information.



**Professional Ad Creative Services
Available Upon Request**



Get Started! Call 615-815-8765 or email publisher@christianfamilynashville.com

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SOCIAL MEDIA and DIGITAL CAMPAIGN



30 Day Cycle: Includes promoted advertorial, posts on social platforms, boosted posts, digital ad strategically placed within web editorial content and in e-newsletter.

- 1 Boosted Post per Week (4 total)
- 1 Promoted Advertorial posted on **ChristianFamilyNashville.com**. Includes link to your site.
- Link to Promoted Advertorial shared with our followers on social platforms:
Facebook, Instagram and LinkedIn.
- Option to post link to your featured Blog on your social media sites. Blog includes link to your site.
- Digital Ad Strategically Placed within Editorial Content with live link on ChristianFamilyNashville.com
- Option to provide content, videos, pictures, event listings, etc. in the publication App

Investment: \$499.00

Additional Boosted Posts during 30-day cycle available, \$50 each.

Option to add Display Ad in print and digital issue at 50% Off Standard Display Rate with minimum three month committment

For more details:
publisher@ChristianFamilyNashville.com
615-815-8765

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ADVERTISING AGREEMENT

Advertiser

Company _____

Agency _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____

E-mail _____

Web Site _____

Billing Information

Company _____

Agency _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Insertion Order

Months to Run _____

Print Ad Size/Specifications

____ Full Page ____ Back Cover

____ 1/2 Page ____ Inside Cover

____ 1/4 Page ____ Color

____ 1/8 Page ____ Horizontal ____ Vertical

Web Ads

____ Side Bar (Home Page only) _____

____ Side Bar (All Pages) _____

____ Banner Ad (Home Page only) _____

____ Banner Ad (All Pages) _____

PER INSERTION: \$ _____ **OTHER: \$** _____ **CONTRACT TOTAL: \$** _____

SOCIAL MEDIA AND DIGITAL CAMPAIGN: \$ _____ **Additional Boosted Posts: \$** _____

CORPORATE COMMUNITY PARTNER: _____ **Foundation Level** _____ **Legacy Level** _____

SPACE DEADLINES

Advertising/social media/digital space should be reserved by the 15th day of the month prior to the month of publication.

CANCELLATIONS

Written notice must be given no later than 30 days prior to the cover date in which the advertisement(s) is to be published. Cancellation after the closing date of the issue in which the ad is placed will be charged full rate for the space.

PAYMENT TERMS

Payment is due with contract unless credit has been approved by Publisher. Where credit has been approved, payment is due upon receipt of invoice. Credit cards accepted. Advertiser agrees to pay all costs associated with collecting overdue accounts. Interest shall accrue at the rate of eighteen percent (18%) per annum on all past due accounts.

POLICY

Nashville Christian Family reserves the right to revise, reclassify, reject or cancel any advertisement at their discretion. The advertiser agrees to protect and indemnify Nashville Christian Family against any and all liability including loss, damage or expense arising from claims of liable, unfair competition, unfair trade practices, infringement of trademarks, trade names or patents, violation of rights of privacy and infringement of copyrights and proprietary rights resulting from the publication by Publisher of the advertiser's advertisement.

SUBMISSION OF PAYMENTS

Unless otherwise specified, submit all payments to Nashville Christian Family, P.O. Box 463, Spring Hill, TN 37174. Credit cards accepted.

Corporate Officer or other Authorized Signature

Print Name

Nashville Christian Family account exec

Date