

2012 Advertising Rates & Information



**JACKSON
MAGAZINE**

**POSITIVELY
focused
on Jackson**

Jackson Magazine is a monthly publication produced by *Jackson Publishing Company* that highlights the positive aspects of the Jackson business community. Content is focused on executives, administrators and professionals who make an impact on life in our area. Editorial is in-depth, up-beat and 100% good news, guaranteed!

Our circulation averages 6,000-8,000 and continues to climb as more of your potential customers are drawn to our **Positively Focused** coverage of Jackson! It is the perfect publication to share your message in a targeted, cost-effective manner. Check out these facts:

- 94% of our readers say they make an effort to purchase business and personal items locally
- 90% of all **Jackson Magazine** subscribers are in top management with discretionary authority to make or influence purchasing decisions
- Your ad is seen for months as 74% of our readers pass the magazine on to family and friends
- People read it cover to cover – 71% read the magazine completely and 40% spend more than an hour reading each issue
- **Jackson Magazine** receives thousands of exposures every day in numerous waiting rooms throughout the Jackson community

2012 Full Color Advertising Rates

	1x	4x	8x	12x		1x	4x	8x	12x
Back Cover	\$2,100	\$1,995	\$1,890	\$1,785	2/3 Page	\$1,260	\$1,200	\$1,135	\$1,070
Inside Covers	\$1,935	\$1,835	\$1,740	\$1,645	1/2 Page	\$1,010	\$960	\$910	\$860
Page 3	\$1,850	\$1,760	\$1,665	\$1,570	1/3 Page	\$675	\$640	\$605	\$570
Center Spread	\$3,700	\$3,510	\$3,325	\$3,140	1/6 Page	\$420	\$400	\$380	\$360
Full Page	\$1,680	\$1,600	\$1,515	\$1,430					



Full Page
(with bleed)
8.625" x 11.125"



2/3 Vertical
4.875" x 9.75"



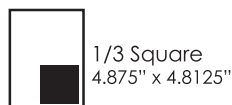
1/2 Horizontal
7.375" x 4.8125"



1/3 Vertical
2.375" x 9.75"



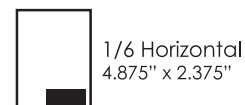
Full Page
7.375" x 9.75"



1/3 Square
4.875" x 4.8125"



1/6 Vertical
2.375" x 4.8125"



1/6 Horizontal
4.875" x 2.375"

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