

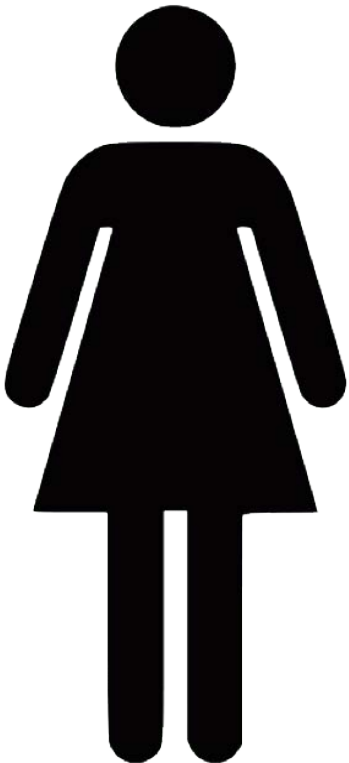
Media Kit 2023

Our Audience

The target audience of Mud & Magnolias is broad enough to include men and women who consider themselves Southern, but narrowed enough to concentrate on Northeast Mississippi residents. Though the stories could cover anything appealing to the Mud & Magnolias audience, it is our goal to serve the Northeast Mississippi community.

Demographics

The majority of our readers fall in the following categories:



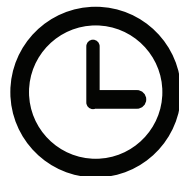
Gender: Female



Household Income: \$75-\$100,000



Hobbies: community and family-oriented activities, shopping & DIY crafts



Age: 35-65

Our Distribution

The monthly magazine is distributed in Northeast Mississippi through home-delivery of the Daily Journal, Journal Inc.'s newspaper, and free standing copies at various locations across the region. This circulation sums to at least 16,500 issues distributed to 11 Northeast Mississippi counties.

Free-Standing Copies

East Tupelo:

Ole Miss/ICC Tupelo Campus
Kay's Creations
Auburn Family Medical
Snooty Owl
Sparrows on Main
Elvis Presley Museum

Downtown Tupelo:

BancorpSouth Arena
Tommy Morgan Homes
Hilton Garden Inn
Hodges Orthodontics
The Grill at Fairpark
Park Heights
City Hall
Phipps Salon
KOK
Tupelo Hardware
Swirlz
Renasant Bank
Kirksey Brothers
CDF
Caron Art Gallery
Reed's
Crave
Café 212
Jiffy Lube
MLM
Relics
Mugshots
Papa V's
Hotel Tupelo
Spring Street Cigars
Tupelo/Gloster:

Crossroads Rehab
Nail Tech
Park Place Salon
Shear Envy
Kellum Dental Clinic
Community Bank
Renew Dental
Kyotos
Bouff nt Salon
Lost Pizza
Wesson and Mothershed
Barnes Crossing Vision Center
Tupelo Landbank
North MS Sports Medicine
Peacocks and Pearls
Newks
Reed's

Tupelo/West Main Street:

North MS Orthodontics
Tupelo Smiles
Main Street Family Dentistry
Wayfil Jewelry
Southern Roots
Kroger
Black Sheep Boutique
Elizabeth Clairs
Keep It Casual
Classic Finishes
Corner Shoe Store
Baby's Kickin'
Link Centre
Farmers and Merchants Bank
Lollipop Boutique
Creative Touch Day Spa

Elite Medical
Thornton Dental Care
Tupelo Park and Rec
Todd's Big Star
D'Casa
Comfort Keepers
Love Me Do
Happy Smiles
Babyland
Shoe and Boot Outlet
Cardiology Associates of NM
Juva Juice
20/20 Vision
Stagg's Interiors
Jody's
Happy Smiles
CarmelCorn

West Tupelo/Cliff ookin/ Coley:

Mid South Nursery
Boyd's Florist
Tupelo Buff lo Park
Room to Room
OBGYN and Associates
Animal Care Center
Tupelo Small Animal
BNA Bank (Tupelo)
Busylad
The Cotton Bolt
The Health Food Store
NM Oral & Maxillofacial
Surgery
Accent Plastic Surgery
Regional Rehab

Dermatology Center of N MS
Ear, Nose and Th oat of Tupelo
Elite Gymnastics
NM Allergy and Asthma
NMMC
Hearing Services of Tupelo
Pegues Funeral Home
Avon Lea Assisted Living
All Animal Clinic
Belle Ame Salon
Magnolia Lighting
Varsity Vacuums
Magnolia Lighting
Queen's Reward Meadery
Core
Express Care West

Aberdeen:

Aberdeen CVB

Amory:

Monroe Journal
Amory Regional Museum
Amory Main Street Association
Physicians and Surgeon Center
Gilmore Memorial Center
Kella Boutique
Bel Amour Laser Spa
Oak Tree Plantation
Rusty Cat
When Pig's Fly
Larry Clark
Helton Family Dental
Vicki's Cuts and Such
Pioneer Outpatient

Behavioral Health
Amory Chiropractic
Pioneer Family Medical
Studio 7
Walton's Green House
Making Waves
Southern Crossing
Amory Urgent Care
Preferred Pediatrics Surgical
Clinic
E Clips
Top Nail
Amory Animal Hospital
Point Cuts

Baldwyn:

Susan's Flowers and Gift
Little Light of Mine
Simmer Down
Fill My Cup
The New Stitch
The Barber's Chair
Baldwyn Chamber of
Commerce
Houston Discount Pharmacy
Southern Charm Boutique

Booneville:

Park Place Dental
Corner Flower & Gift
Chamber of Commerce

Columbus:

Mira Mira
J Garner
Paint Store
Park Place Salon
Southern Gathering
Café on Main
Gypsy's Salon
Pictures Galore
Bride & Groom
Ives Outlet
Coffee House
Blades Hair
Friendly City Books
Cobalts
Purple Elephant
Armstrong McCall
Tough Guys
Susan Hallmark
Kid's Corner
Little Magnolia

Corinth:

Austin's Shoes
Hoochies
Corinth Tourism
Little's Jewelers
Corinth Alliance
T. Feazell
Sparkle
Corinth Medical Specialists
Garrett Eye Clinic
Gingers
Lipchic
Shirley Dawg's
Magnolia Specialty Clinic
Farmer & Merchants Bank

Fulton:

Itawamba Times
Occupational Rehab
Bliss Boutique
Walton's Greenhouse and Gift
S&W Pharmacy
Fulton Rehab Services
NMMC
Care Plus
Main Attraction Salon
Charleston Place
Always Tan
Tropical Tans
Digby Dental
Holiday Inn Express
Dogwood Plantation
The Meadows
Days Inn
Convenient Care

Hernando:

Magnolia Lighting
Von Bon Gifts
Southern Roots
Soco
The Pink Zinnia
The Bunker Boutique
Cynthia's Boutique
Commerce Street Market
Cork Barrel
Wine and Spirits
Napoli Physical Therapy
Complete Home Center
Hernando Dental
Side Alley Gift

Coffee Central
Windy City Grill
City Hall

Houston:

Pearson's Drugs
DD's Closet

Mantachie:

Tab Boren Pottery
Mantachie Dental
Mantachie Rural Family Health
Care
My Girls Boutique

New Albany:

New Albany Gazette
Physician's Laser Center
Tallahatchie Gourmet
BNA Bank
UCDA
Two Doors Down
Runway
Obsessions
New Albany Health & Rehab
Rowan Dentistry
El Agave
George's Chicken
Vintage Market
Redesigning Women
MegMed Health
Ciao Chow
Th Rainey
Bead Shack
Southern Traditions
Itty Bitty Birdie
Sugaree's
Union Appliance

Okolona:

Okolona Drug
Turner's Flowers and Gift

Olive Branch:

The Wooden Door
Paisley Pineapple
Quality Landscape and Garden
Center
Cornerstone Women's Center
Olive Branch Florist
Pink Coconut Boutique
Advanced Dermatology

Citizens National Bank
Southcrest Women's Healthcare
The Floor Store
Old Town Antiques

Oxford:

Uptown Coffee
The Barn
Olive Juice Gift
Chaney's Pharmacy
Kroger
YaYa's Frozen Yogurt
Visit Oxford
Newks (University Ave.)
Newks (West Jackson Ave.)
Oby's
Bottletree Bakery
Boure
Jones at Home
My Favorite Shoes
Neilson's Department Store
Big Bad Breakfast
Starbucks
Oxford-Lafayette County
Chamber of Commerce
Star Package
El Agave
The Graduate
Inn at Ole Miss
Magnolia Lighting
Sugar Magnolias
Indigo's
Green Line
The Lily Pad
Core

Pontotoc:

Pontotoc Progress
Pontotoc Chamber of
Commerce
Ella Ivy Boutique
True Blue
Delta Daisey
Needle Art
Shannon and Graham
Red Door
The Gift hop
Happy Day Café
Antiques Downtown
True Value Hardware
Sydney's Grill
Wood Eye Clinic
Flower by Redelee

Montgomery Drugs
Pure Bliss
The Carousel
Montgomery's Restaurant -
Downtown
Health Food Store

Ripley:

Southern Sentinel Office
Family Care Clinic
Ripley Drug Company
Ripley Insurance Agency
The Gift of Gab
Need a Haircut?
Ginger's Beauty Salon
Keepsake Crafters &
Embroidery Printing
The People Bank
Akins and Adams
Stella Boutique
Eaton, Bab and Smith
Family Dental Clinic
Roten Dental Clinic
Ripley Main Street Association
House of Flowers
Tootie's Salon
J.C. Media

Saltillo:

Bishops BBQ
Design South
Right at Home
The Eye Clinic of Saltillo
Twincare Aesthetics
Neil Martin Dentistry
Kari's Studio
Smith's Nursery
House of Bounce
Ole South Antique Mall
AJ's Salon
Flip Flop Gym
The Hall at Rogues and Rebels
DB's Floral Designs
GO Orthodontics

Southaven:

Huey's
First Commercial Bank
OrthoMemphis Clinic
Campbell Clinic
The Great American Home
Store
Spitfire Acres

Citizens National Bank
Hermitage Gardens
Dermatology Clinic of NM
Desoto Animal Clinic
Janie Rose Boutique
Getwell Urgent Care
Bella Rose Spa & Salon
Home Medical Solutions
Moye Physical Therapy
High Definition Salon
Pat's Monogram

Starkville:

B Unlimited
Starkville Café
Fleur-de-li
Montgomery Jewelry
Book Mart
George + Mary
Greater Starkville Development
Occasions
Doodle Bugs
Moe's BBQ
929 Coffee
Restaurant Tyler
Magnolia Soap
Miss Eyewear
Dunkington
Flower Company
Sisters Clothing
Simply Home
George Sherman
Mak B
Park Place Salon
Hallmark
Carter's Deli
Maroon & Company
Strange Brew Coffee
Newk's
Owen's Outfitters

West Point:

Emerson Animal Clinic
Edwards Law Firm
Antiques on Main
Eye Clinic of West Point
Bits & Pieces
GCM Insurance
Cadence Bank
Petal Pushers
WP Jewelry
Rose Drugs
Valdez

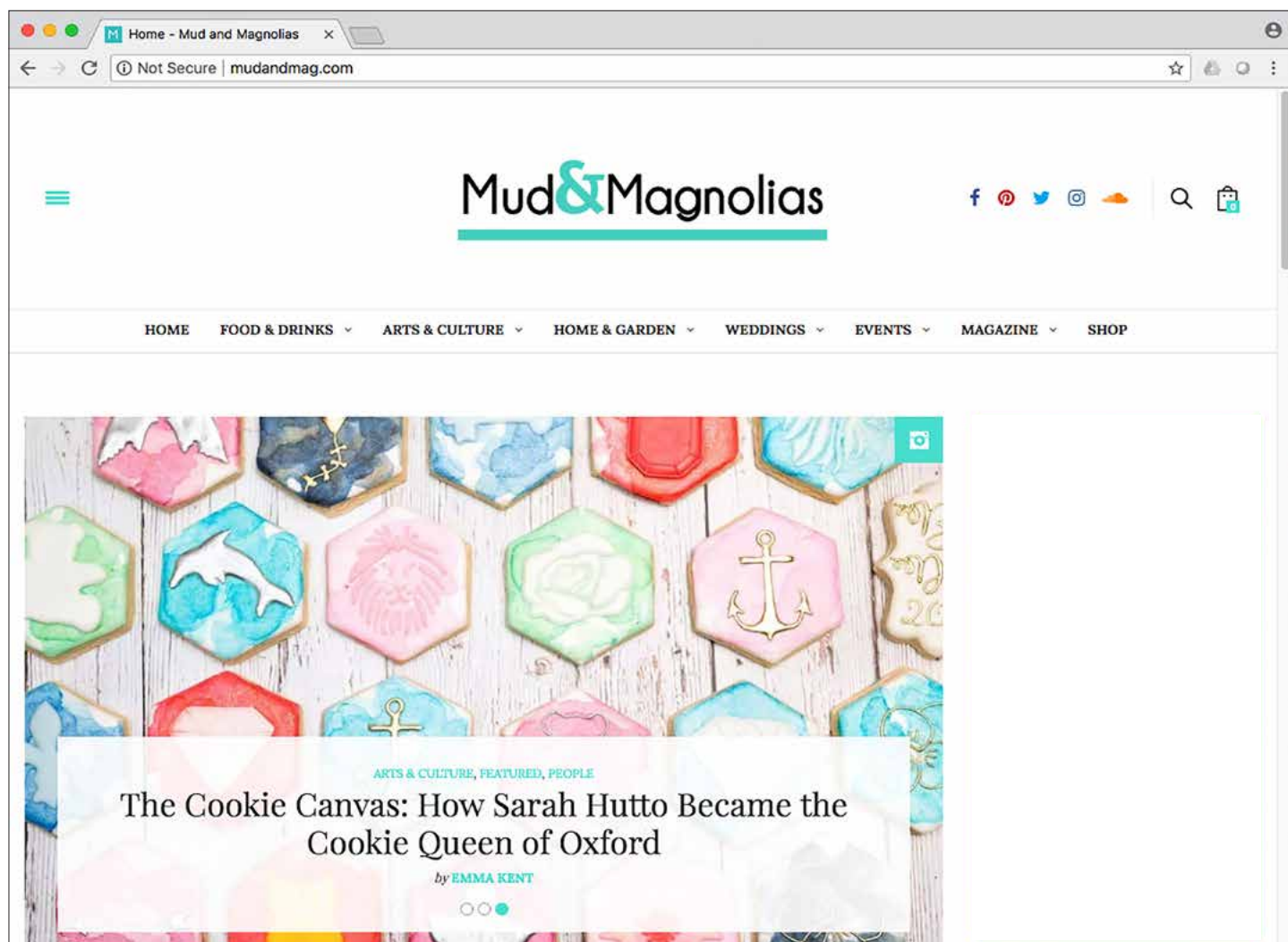
The Bink
La Fiesta Brava
New Horizon
Bank First
Magnolia Rehab
Tin Lizzies
Nightingales

Editorial Calendar

	AD Close	Publishes
January Health + Fitness	Dec 7	Jan 6
February Bridal	Jan 11	Feb 3
March Home & Garden	Feb 8	Mar 3
April Arts & Fashion	Mar 15	April 7
May Travel	April 12	May 5
June/July Food	May 10	June 2
August Back to School	July 12	August 4
September Football and Fashion	Aug 9	Sept 1
October Outdoors	Sept 13	Oct 6
November/December Holiday	Oct 11	Nov 3

mudandmag.com

Our website is full of content found in the print product as well as videos and photos not seen anywhere else. We promote the site through our print magazine as well as social media. The site is also the place to find back copies as well as the current issue in digital format.



AD Rates:

leaderboard (400x100): \$150/month, \$1,200/year (\$600 savings)

Site Views: 3,000, *monthly average*

AD Specs

Dimensions

Full Page: 9.125" x 11.125" *

1/2 Page Horizontal: 7.625" x 4.88"

1/2 Page Vertical: 3.625" x 10.25"

1/4 Page Vertical: 3.625" x 5"

2 Page Spread: 18.25" x 11.125" *

Buyer's Guide (1/6): 2.5" x 4.75"

**Full page/spread dimensions include bleed.*

Submission

Complete ADs are accepted in Adobe Acrobat PDF File format.

Please ensure that your PDF AD has no security password, or provide password upon submission.

All fonts must be embedded in the PDF.

Complete ADs must be submitted with a composite proof.

Please make sure that your AD is submitted and has been toned for CMYK values.

Submit ADs using the following methods:
Email attachment, Website/FTP site (Please provide login and password), USB Flash Drive

Please include document from the page layout program and all linked photos and graphics.

Collect screen and printer font files. Logos and imported EPS art may contain fonts that might not be collected from within the page layout program.

The Page/AD Layout programs and artwork supported by our current software applications are as follows: Adobe Indesign CS5.5, Adobe Photoshop CS 5.1, Adobe Illustrator CS 5.1, Adobe Acrobat X, Quark XPress6.52.

We cannot use ADs designed in Microsoft Publisher, Word Document or any other publishing software. Any ADs received in these formats will be returned for resubmission and may incur late charges.

Do not supply elements in compression programs like "Stuffit

Supply any elements for a specific publication date on media.

For non-completed ADs, submissions are the same as above, but with additional requirements as follows:

All artwork will be provided to Mud & Magnolias

All digital photos will be in high resolution format of no less than 300 dpi (dots per inch) or 300 ppi (pixels per inch)

All hard-copy photos will be no less than 5" x 7" in size to ensure reproduction quality.