

2024 + 2025

media kit



WHERE PRINT + DIGITAL COLLIDE

CONTACT: INFO@INTHE931MAGAZINE.COM

Your local family + lifestyle publication for Clarksville, Tennessee

The 931 Magazine is a local publication that serves families + lifestyles in Clarksville, Tennessee. Our main goal is to help be a guide for families in our community.

Our magazine showcases relevant and engaging content that is suitable for all ages. We are passionate about our community and focus on writing about family topics that are important to you.



DID YOU KNOW?

A study conducted by Jack Myers Research found that magazines ranked at or near the top of the list when it came to consumers paying attention to advertising messages. Additionally, studies by BIGresearch have shown that consumers who read magazines are less likely to engage with other media or take part in non-media activities compared to users of TV, radio, or the internet.

The number of magazine readers as well as the average number of magazine issues read in the past month has grown over the past five years. In addition, magazine website usage is growing faster than web usage overall.

2024 Editorial Calendar

01

MAY

MOTHER'S DAY • GRADUATION • MEMORIAL DAY

Ad Deadline: April 18th

02

JUNE

FATHER'S DAY • LOCAL SUMMER CAMPS • JUNETEENTH

Ad Deadline: May 18th

03

JULY

INDEPENDENCE DAY • SUMMER FUN • PARTY PLANNING TIPS

Ad Deadline: June 18th

04

AUGUST

BACK TO SCHOOL

Ad Deadline: July 18th

05

SEPTEMBER

LABOR DAY • BALANCING WORK AND PARENTING

Ad Deadline: August 18th

06

OCTOBER

PUMPKIN PATCHES • HALLOWEEN FUN

Ad Deadline September 20th

07

NOVEMBER/DECEMBER

VETERANS DAY • HAVING A PARENT IN THE MILITARY • TOY DRIVES • HOLIDAY GIFT GUIDE • CHRISTMAS

Ad Deadline: October 20th

08

09

JANUARY - 2025

FUN NEW YEAR'S RESOLUTIONS

Ad Deadline: December 18th

10

FEBRUARY - 2025

AFTER SCHOOL PROGRAMS • TUTORING

Ad Deadline: January 18th

11

MARCH - 2025

SHOP SMALL SATURDAY • ST. PATRICK'S DAY

Ad Deadline: February 18th

12

APRIL - 2025

EASTER • TODDLER ACTIVITIES • TEACHING DENTAL HEALTH FOR KIDS

Ad Deadline: March 18th

THIS IS WHAT WE CALL

added value

Our special section ad packages offer editorial opportunities, complimentary event coverage, listings on our print and digital calendars, and social media posts for promotions and events.

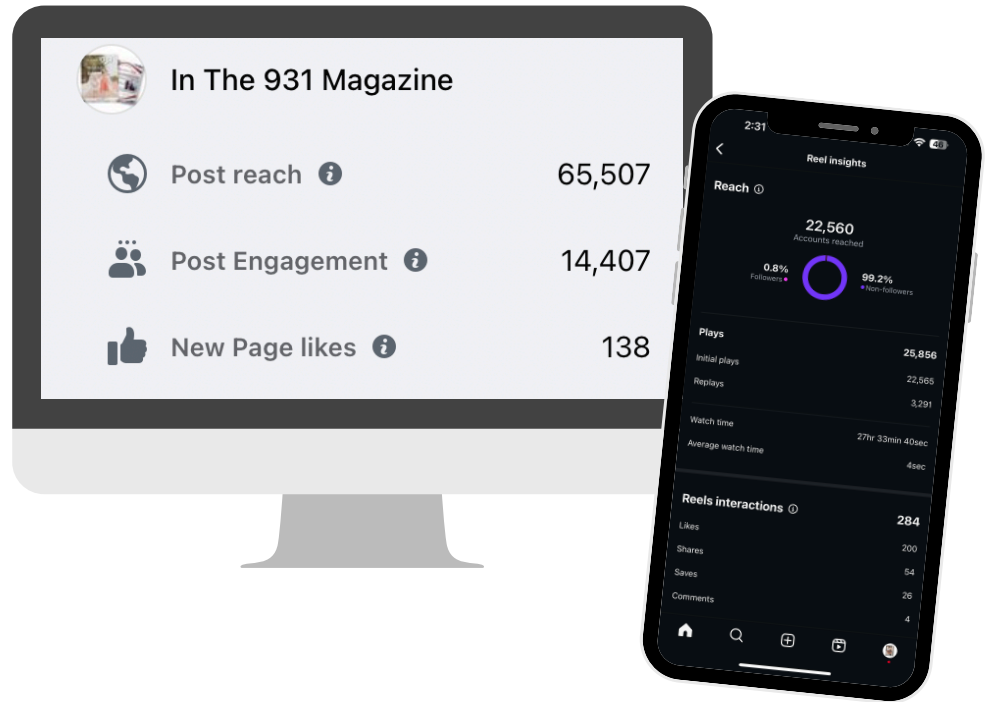


65K

people reached in our area through our organic Facebook posts

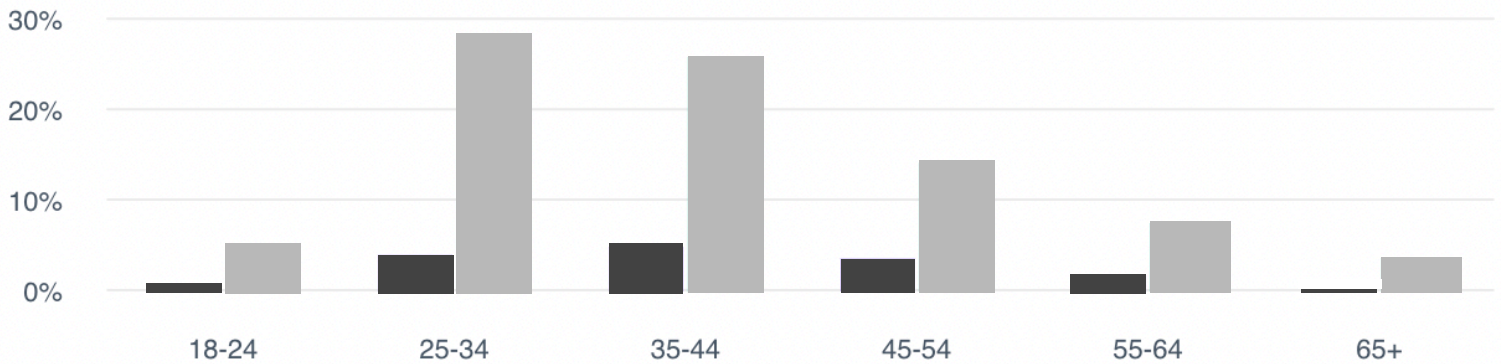
22.5K

people reached in our area through our organic Instagram posts



AGE + GENDER

■ Men 15.50%
■ Women 84.50%



October Specials

HOW TO SUPPORT SMALL BUSINESSES

- Engage on their social media
- Leave a positive review
- Refer them to friends + family
- Sign up for their newsletter

YOUR AD HERE

INTERESTED IN advertising with us?

WHERE PRINT AND DIGITAL COLLIDE
CONTACT: INFO@INTHE931MAGAZINE.COM

REAL ESTATE PHOTOGRAPHY
NEW CLIENTS GET 20% OFF WITH CODE: INTHE931

WEB SERVICES FOR SMALL BUSINESSES
WWW.AFTERMIDNIGHTDESIGN.COM

\$75

BUSINESS CARD SIZE AD

CALENDAR OF EVENTS

AUGUST 2024

Thursday, August 29th, Come walk through Downtown Clarksville and stop by Sanctuary on Main to see a special event for business owners and check out their work! This is a monthly event and will feature different artists each month. Come check out their work and grab a drink from our Cafe and maybe even take in or participate with our Happy Hour Club!
Time: 5:00 - 8:00 pm | Place: 134 Main Street, Clarksville, TN 37040

Saturday, August 31st, Back To School Bash - FREE Community Event! Open to the public - completely FREE event for the children of our Clarksville community! Please join us for a day of FUN, FOOD, LAUGHTER! Grab some Mortgage Cards and will be giving away FREE bookends that will be sold out soon (while supplies last) for children attending K-12th Grade.
Time: 11:00 am - 2:00 pm | Place: 2150 Wilma Hudson Boulevard, Clarksville, TN 37040

Thursday, August 28th, Participants will learn the basics of composting in an educational presentation. Then are invited to join for an optional tour of the outdoor community garden space where they can see the compost in action. Loose seeds - a beautiful flower and soil nitrogen level - will be given away for participants to enjoy.
Time: 5:00 - 8:00 pm | Place: 2308 History Park Drive, Clarksville, TN 37043

Saturday, August 24th, A farmer's market run entirely by kids! www.kidrentrepreneurmarket.com. The Children's Entrepreneur Market is an extension of the Tulip Farm - a children's made project that teaches kids of all ages about entrepreneurship, the market, money, personal responsibility, and more. No other topics, curriculum, activities, and more!

Friday, August 23rd, Cross to Impress! Join Local Spotlight Business Awards - Clarksville for their Annual Small Business Awards Event! Meet & Mingle with local small business owners and supporters during a night to remember!
Time: 6:00 pm | Place: 2300 Gunn Road Adams, TN 37010

Saturday, August 24th, The Night of Apples! Apples! Apples! Apples! to back! Join them once a month from now to September for an evening filled with excitement! Browse through a variety of vendors, enter in our exciting giveaway, and grab a bite to eat from a food truck. Plus, some raffle will feature items that will keep you on the edge of your seat!
Time: 4:00 - 7:00 pm | Place: 2001 Hwy 41A Spans, Clarksville, TN 37043

Saturday, August 24th, Join The Customs House Museum & Cultural Center as they commemorate a significant milestone in the history of the Customs House Museum & Cultural Center. This year's Flying High will be an unforgettable evening of elegance and excitement - their biggest fundraising event of the year!
Time: 5:00 pm | Place: 10000 Fair Campbell Boulevard, Oak Grove, NY 42002

Saturday, August 24th, Give your grandma, mother and daughter and attend the FREE Women of Character Expo. Shop, eat and learn something new. You will find everything from clothing and jewelry to health screenings. The Expo is free although admission tickets are recommended so that we may accurately plan for the number of attendees.
Time: 10:00 am - 3:00 pm | Place: 2021 Hwy 41A Spans, Clarksville, TN 37043

YOUR AD HERE

\$175

BOTTOM BANNER HORIZONTAL AD

CLARKSVILLE PARK GUIDE

Rotary Park

Rotary Park is a 111.3-acre nature park located on Rotary Drive, near Sango. It is easily accessible one block southeast of Highway 78/Highway 41 intersection. This park has over 5 miles of hiking biking trails, two playgrounds (one of which is ADA-accessible), picnic tables, grills, an 18-hole disc golf course, a horseshoe pit area, an exercise area, 25 acres of gorgeous open space and The Wade Bourne Nature Center.

INTERESTED IN advertising with us?

WHERE PRINT AND DIGITAL COLLIDE
CONTACT: INFO@INTHE931MAGAZINE.COM

YOUR AD HERE

FALL IN LOVE WITH A NEW HOME
LAUREN HERMES
kw.com

\$200

QUARTER PAGE AD

CLARKSVILLE PARK GUIDE

Rotary Park

Rotary Park is a 111.3-acre nature park located on Rotary Drive, near Sango. It is easily accessible one block southeast of Highway 78/Highway 41 intersection. This park has over 5 miles of hiking biking trails, two playgrounds (one of which is ADA-accessible), picnic tables, grills, an 18-hole disc golf course, a horseshoe pit area, an exercise area, 25 acres of gorgeous open space and The Wade Bourne Nature Center.

INTERESTED IN advertising with us?

WHERE PRINT AND DIGITAL COLLIDE
CONTACT: INFO@INTHE931MAGAZINE.COM

YOUR AD HERE

\$300

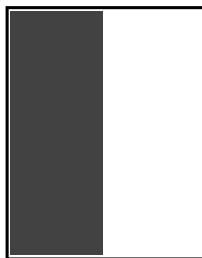
1/2 PAGE AD

IN THE 931 MAGAZINE | ADVERTISING RATES



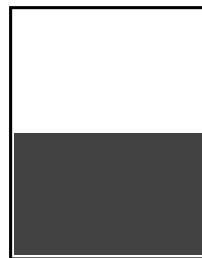
FULL PAGE

10.5W X 12.75H
BLEED: 10.5W X 12.75H
TRIM: 10W X 12.25H
LIVE: 8.875W X 11.25H



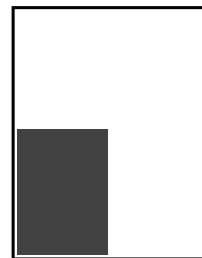
1/2 VERTICAL

4.3125W X 11.25H



1/2 HORIZONTAL

8.875W X 5.5H



QUARTER PAGE

4.3125W X 5.5H

advertise in the magazine

AD SIZE	1x	6x	12x
Quarter Page	\$475	\$375	\$275
1/2 Page (H/V)	\$650	\$550	\$450
Full Page	\$1160	\$960	\$760
Inside Cover	\$1275	\$1075	\$875
Back Cover	\$750	\$650	\$550
Center Spread	\$1425	\$1225	\$1025

**All rates are billed monthly*

Includes:

- Full-color ad in glossy print magazine, Digital ad with a link to the online magazine at inthe931magazine.com, Shared on Facebook + Instagram, Complimentary ad design, Rates are net per month/ad and per issue

advertise on our website

AD SIZE	PIXELS	PRICE / MONTH
Homepage Banner	616 x 123	\$150
Banner Slider	616 x 123	\$75

**All rates are billed monthly*



GET ADDED TO OUR
distribution list



Would you like magazines delivered
to your business? It's free!

CONTACT: INFO@INTHE931MAGAZINE.COM