EDITORIAL

Chatter readers get the most out of living in Chattanooga, while celebrating the Renaissance City’s status as a leader in innovation, the arts and industry.

TRENDS
From upscale chic to the greatest gadgets, readers will discover the latest items and ideas to make life easy and entertaining.

DIVERSIONS
Unique is the theme as Chatter unveils great escapes from everyday life.

PEOPLE
Engaging profiles featuring civic and business leaders, celebrities and others who have fascinating or unusual stories to tell.

PALATE
Exclusive dining experiences, recipes and commentary from Chattanooga’s best chefs is always on the menu.

CULTURE
An entertaining exhibit of local art, theater and music highlights Chattanooga’s diverse history and traditions.

WELLNESS
From health and fitness to new medical breakthroughs, Chatter offers expert advice from local professionals to provide meaningful tips to readers.

HABITAT
Eye-popping photography and compelling pieces showcase the region’s finest homes and gardens.

FASHION
The newest styles and best suggestions for everything from formal affairs to office attire.

2018 EDITORIAL CALENDAR

JANUARY
PRIVATE SCHOOL / FRESH START

FEBRUARY
FOR THE LOVE OF...

MARCH
THE PET EDITION / SUMMER CAMPS

APRIL
TRAVEL GUIDE

MAY
FOODIE GUIDE

JUNE
MAN ISSUE

JULY
20U40

AUGUST
BACK TO SCHOOL

SEPTEMBER
PHILANTHROPY ISSUE
WITH DATE BOOK

OCTOBER
LOCAL MUSIC GUIDE

NOVEMBER
HOME GROWN ISSUE

DECEMBER
HOLIDAY ISSUE

SPRING FASHION FEATURED IN APRIL
FALL FASHION FEATURED IN SEPTEMBER

DISTRIBUTION

Published on the first day of each month and aimed at an upscale general audience, Chatter is Chattanooga’s most widely distributed city magazine.

16,000
DIRECT MAIL / SUBSCRIPTIONS
Chatter is mailed via the U.S. Postal Service to a growing subscriber base as well as homes with incomes of $150,000 or higher. Chatter is also mailed to a select group of professional organizations and businesses. Monthly Postal Statements are available upon request to verify total amount mailed.

10,000
UPSCALE BUNDLE DROPS
AND COUNTER TOP COPIES
Complimentary copies of Chatter are available in select locations around the Chattanooga area. These upscale and professional businesses include high-end salons and spas, upscale boutiques and department stores, local banks and real estate branches, financial and legal offices, select restaurants and grocers as well as all local hospitals and medical offices.

TOTAL MONTHLY DISTRIBUTION
26,000+

TOTAL MONTHLY READERSHIP*
120,000+

NEW! 2018 EMAIL NEWSLETTERS
Visit www.timesfreepress.com/email-chatter to sign-up and receive an early-bird look at People Scenes alongside other Chatter magazine content in your inbox twice a month.

PLUS
Chatter magazine is available online at ChatterChattanooga.com and publishes a bi-monthly newsletter, with additional online followings via Instagram and Facebook.

CHATTER

ChatterChattanooga.com | Published by Chattanooga Publishing Company

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ABOUT CHATTER

Chatter, an upscale city magazine published on the first day of each month, is about living in Chattanooga. Produced by award-winning writers and editors, Chatter combines smart journalism with colorful and elegant graphics to generate engaging features about fascinating residents—while showcasing lifestyle trends and other consumer-related products. Aimed at an affluent, educated general audience, more than 26,000 copies of Chatter are mailed each month to subscribers or distributed locally to select locations.

AD SIZES

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<th>AD SIZE</th>
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ADVERTISING RATES

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<td>$600</td>
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<td>$2,250</td>
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ADVERTISING CREATIVE GUIDELINES

Chatter magazine reaches a highly sought-after audience whose household income meets or exceeds $150K annually. For this targeted audience, we ask that your advertising be of the highest quality. We strongly suggest that clients provide ad designs that generate brand awareness. Any price points should be subtly positioned, to avoid distraction from your branding message. Good use of advertising design will utilize refined headlines, strong imagery, engaging body copy, and the advertiser’s signature and logo. Contact your Chatter Advertising Account Executive with any questions or concerns regarding your creative work. Your Account Executive may arrange a meeting with our creative team to help strengthen your ad message at no additional cost to you. These guidelines have been drafted to protect our advertisers and insure that our clients’ advertising experience with Chatter magazine meets and exceeds their return on investment.

Any advertisement that resembles editorial copy (advertorial) must have “PAID ADVERTISEMENT” centrally located above the ad. The editor and publisher reserve the right to determine if an advertisement falls into this category. Chatter magazine reserves the right to refuse advertising content if not acceptable or compliant with our advertising guidelines at any time. In an effort to uphold the integrity of this publication, Chatter magazine staff may contact the ad originator with creative direction and/or suggestions.

CONTACT US

For more information, please contact your Chatter advertising sales representative, or:

Rachel Ward, Account Executive
rward@targetpubgroup.com
423-757-6234

Jennifer Bardoner, Executive Editor
jbardoner@timesfreepress.com
423-757-6579

ADVERTISING

CHATTANOOGA'S MOST READ MAGAZINE

ABOUT CHATTER

ADVERTISING RATES

SPACE RESERVATIONS:
Deadline is 10th day of the month prior to issue date. When the 10th falls on Saturday or Sunday, space reservations must be finalized on the Friday prior to the 10th. Closing deadline for reserving space or changes to standing advertising is the 10th day of each month.

ART DEADLINES:
All camera-ready advertising and/or production materials are due on the 15th day of each month. When the 15th falls on a Saturday or Sunday, materials are due the Friday prior.

PRODUCTION:
WEB OFFSET, PERFECT BOUND
Chatter accepts press-quality PDF files in CMYK format with a minimum resolution of 300 pixels per inch. A printed proof of the art must be furnished. There is no additional charge for bleeds but text must not appear outside of image area. Chatter will produce advertising prototypes upon request.

POLICIES:
The Publisher reserves the right to reject advertising. CHANGES & CANCELLATIONS: Chatter will not be responsible for changes made to advertising after deadline. Cancellations are not accepted without charges after closing dates. Prior to deadline, cancellations must be in writing. ERRORS & OMISSIONS: Allowance will only be made for errors that materially affect the value of the advertisement. The liability of the publisher shall be confined to a cancellation of charges for the portion of the ad that is in error (or a rerun of the corrected portion of the ad in error). RATE PROTECTION: Rates are guaranteed for the duration of a contract period. Advertising must be short-rated (based on volume or frequency applicable rates) when rate agreements are not honored. TERMS: Rates are not subject to commissions or cash discounts. Payments are due by the 10th day of each month. Accounts more than 30 days past due agree to pay interest on balances of 1-1/2 percent per month, or 18 percent per annum. Rates are net cash with order unless credit is pre-approved by Publisher. CONDITIONS: Published by the Target Publishing Group of the Chattanooga Publishing Company, Chatter will not accept responsibility for unsolicited materials, nor submitted materials that are lost or stolen. Chatter will not be bound by clauses or statements appearing on client or agency insertion orders that conflict with terms or conditions of Chatter contracts or rate cards. Advertisers and agents assume liability for submitted materials and indemnify Chatter from losses or expenses and claims arising from such ads, including legal action for libel, plagiarism, copyright infringement or invasion of privacy. Chatter must be notified of billing and advertising errors within 15 days of invoice date.

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