

# SOUTH MISSISSIPPI Living

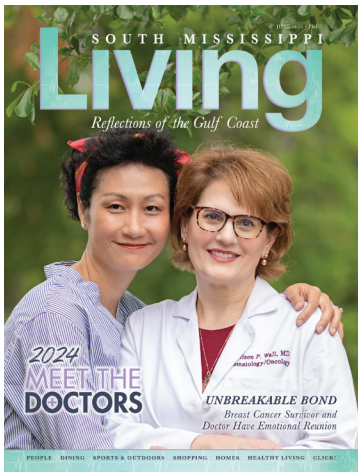
*Reflections of the Gulf Coast*

## 2025 MEDIA KIT

CHECK OUT WHAT WE'VE GOT PLANNED!



## 2024 BEST LOCAL PRINT PUBLICATION WXXV VIEWER'S CHOICE AWARDS



people dining sports & outdoors shopping homes healthy living click!

# 2025 CALENDAR

## EDITORIAL & SPECIAL SECTIONS

### JANUARY

*Advertising & Copy Deadline December 9*

**FACES OF SOUTH MISSISSIPPI**

**PLAY COASTAL MISSISSIPPI**

*Our quarterly tourism magazine*

### FEBRUARY

*Advertising & Copy Deadline January 8*

**THE LOOK BOOK**

*Beauty and Fashion Edition*

*Romance & Wedding*

### MARCH

*Advertising & Copy Deadline February 7*

**HOME & GARDEN**

**REAL PEOPLE OF  
REAL ESTATE**

**OCEAN SPRINGS  
VISITORS GUIDE**

### APRIL

*Advertising & Copy Deadline March 10*

**KIDS, SCHOOLS &  
SUMMER CAMPS**

**TERRIFIC TEENS**

**PLAY COASTAL MISSISSIPPI**

*Our quarterly tourism magazine*

### MAY

*Advertising & Copy Deadline April 9*

**ULTIMATE DINING GUIDE**

**HANCOCK COUNTY  
VISITORS GUIDE**

### JUNE

*Advertising & Copy Deadline May 9*

**MEET THE DOCTORS**

*A special section dedicated to the top medical  
specialists in South Mississippi*

## PUBLISHERS LETTER

There's no place like the Mississippi Gulf Coast – and no one is a bigger advocate of our region than *South Mississippi Living*.

Since December, 2006, *South Mississippi Living* has endeavored to provide the Mississippi Gulf Coast with a professionally-published lifestyle magazine. Through stunning photography, design, and compelling writing, we share all that our staff knows and loves about South Mississippi with our readers.

Every month, *South Mississippi Living* takes our 93,500 monthly print and digital readers on a journey of discovery of interesting people, charming homes, delicious cuisine, amazing outdoor adventures, and unique events all wrapped in an inclusive package that celebrates our rich coastal culture, history, and lifestyle.

Our readership studies show that 76 percent of our readers frequently purchase products or services from ads seen in *South Mississippi Living*! Our readers are active, love to try new restaurants, attend community events, and use our calendars and feature stories to plan their month.

And, *South Mississippi Living* prides itself on our tremendous support of more than 100 local charities. Since our debut, we have donated \$1 million in support of these organizations that give back so much to our communities.

Best of all, we provide this award-winning lifestyle magazine free to our readers – *South Mississippi Living* is not only the #1 regional magazine, it is also the best value. We are locally owned, written, and produced by locals for locals!

Thank you for your support,



**Mary & Michael Sunderman**  
*Associate Publisher and President & Publisher*

*Michael & Mary*

## COMMUNITY INVOLVEMENT

*South Mississippi Living* is a leader in supporting the movement to “shop local” and promoting regional charities. A perfect example of this is our presenting sponsorship of Renaissance the Runway, a fashion show fundraiser benefitting the Bacot Foundation of South Mississippi. This event features dozens of local boutiques and community leaders, all while raising funds for charitable causes across the Coast.

We are so proud of our involvement in this “must-attend” event, and are thrilled to announce that \$200,000 was raised in 2024!

– **Michael and Mary Sunderman**, *Publishers*



MAGAZINE MEDIA  
**REACHES EYEBALLS,  
 MINDS, & WALLETS**



BETTER  
VIEWABILITY



IMMERSIVE  
USER EXPERIENCE



HIGHEST RETURN ON  
ADVERTISING SPEND

IN A SAFE, VALIDATED ENVIRONMENT.

**87%**

OF ADULTS READ A  
MAGAZINE IN THE LAST  
6 MONTHS.

NEARLY  
**8 OUT OF 10**  
 MAGAZINE READERS  
 TAKE ACTION AS A  
 RESULT OF MAGAZINE ADS.

TRADITIONAL MEDIA  
 SOURCES ARE MORE  
**TRUSTED**  
 BY READERS THAN  
 SOCIAL MEDIA PLATFORMS.

*\* All data is from 2023 Association of Magazine Media Research*

**18**

YEAR TOTALS

**217**

ISSUES OF SML

**3,050,000**

FREE COPIES

**15.1** MILLION READERS IN PRINT, ONLINE & FACEBOOK

**39,176**

PAGES PUBLISHED

**5,695**

LOCAL STORIES WRITTEN

**143,100**

CLICK PHOTOS

**\$1 MILLION** DONATED TO REGIONAL CHARITIES

WINNER OF 2010 GOVERNOR'S **GIVE AWARD**  
 FOR VOLUNTEER EXCELLENCE

PRINT & DIGITAL READERSHIP

**93,500**

PER ISSUE

PASS ALONG READERSHIP

**4.5 READERS\***

PER COPY

UP TO **14,000** PER ISSUE

AND **10,000+** ONLINE VIEWERS



**18,000**

FACEBOOK FOLLOWERS



**92,000**

FACEBOOK FOLLOWERS

*South Mississippi Living's Facebook page is growing, which further connects us with our target audience. We have thousands of followers across the Mississippi Gulf Coast, allowing us to cultivate the relationship we have with our readers. With all those eyes, our page is the perfect place to showcase upcoming events, giveaways, and exciting news from our advertisers!*

**DEMOGRAPHICS**

**GENDER**

**MALE:** 38%  
**FEMALE:** 62%

**AGE**

**UNDER 25:** 5%  
 26-35: 13%  
 36-45: 20%  
 46-55: 25%  
 56-65: 25%  
 66-75: 10%  
 75+: 2%

**HOUSEHOLD  
 INCOME**

**UNDER \$25,000:** 5%  
**\$26,000-\$50,000:** 25%  
**\$51,000-\$75,000:** 35%  
**\$76,000+:** 25%

**VALUE OF HOME**  
**\$75,000-\$149,000:** 25%  
**\$150,000-\$249,000:** 40%  
**\$250,000+:** 35%

**MARITAL STATUS**

**MARRIED:** 70%  
**SINGLE:** 30%

**RESIDENCE**

**OWN:** 78%  
**LEASE/RENT:** 22%

**DINING OUT  
 (PER WEEK)**

**2-3 TIMES:** 50%  
**4-5 TIMES:** 25%  
**6+ TIMES:** 25%

*\*4.5 Readers Per Copy. Latest MPA study.*

**2025 CALENDAR**  
 EDITORIAL & SPECIAL SECTIONS

**JULY**

*Advertising & Copy Deadline June 9*

*PRIVATE SCHOOLS*

*THE GREAT OUTDOORS*

*PLAY COASTAL MISSISSIPPI*

*Our quarterly tourism magazine*

**AUGUST**

*Advertising & Copy Deadline July 9*

*COASTAL COMMERCE*

*Business & Industry | Chambers, Mainstreets & Downtowns*

*SHOP LOCAL, SHOP SMALL*

*COASTAL COURTROOM*

**SEPTEMBER**

*Advertising & Copy Deadline August 8*

*WOMEN IN BUSINESS*

*CRUISIN' THE COAST*

**OCTOBER**

*Advertising & Copy Deadline September 10*

*WHAT WE LOVE MOST  
 ABOUT THE COAST*

*PETER ANDERSON FESTIVAL GUIDE*

*PLAY COASTAL MISSISSIPPI*

*Our quarterly tourism magazine*

**NOVEMBER**

*Advertising & Copy Deadline October 10*

*GOLDEN YEARS*

*HOLIDAY SHOPPING*

*PASCAGOULA VISITORS GUIDE*

**DECEMBER**

*Advertising & Copy Deadline November 7*

*GUIDE TO GIVING BACK*

*HOLIDAY SHOPPING*

*EXPLORE BILOXI VISITORS GUIDE*

# 2025 ADVERTISING RATES\*

Ad Size	1 Mo	3 Mos	6 Mos	12 Mos
Dbl Truck	<b>\$2,400</b>	<b>\$2,200</b>	<b>\$2,150</b>	<b>\$2,000</b>
Full Page	<b>\$1,350</b>	<b>\$1,250</b>	<b>\$1,150</b>	<b>\$1,000</b>
2/3 Page	<b>\$900</b>	<b>\$850</b>	<b>\$800</b>	<b>\$750</b>
1/2 Page	<b>\$750</b>	<b>\$700</b>	<b>\$650</b>	<b>\$600</b>
1/3 Page	<b>\$600</b>	<b>\$550</b>	<b>\$500</b>	<b>\$450</b>
1/4 Page	<b>\$500</b>	<b>\$450</b>	<b>\$400</b>	<b>\$375</b>

## PREMIUM POSITIONS

*Inside Front/Back Cover*  
 1 Mo N/A | 3 Mos \$1,400  
 6 Mos \$1,300 | 12 Mos \$1,200

*First 20% of Magazine*  
 1 Mo N/A | 3 Mos \$1,300  
 6 Mos \$1,200 | 12 Mos \$1,100

*Back Cover*  
 1 Mo N/A | 3 Mos \$1,600  
 6 Mos \$1,500 | 12 Mos \$1,400

\*All advertising rates are net per issue and include process color

## DINING GUIDE

Full Page  
**\$750**

1/2 Page  
**\$450**

1/4 Page  
**\$250**

## SHOPPING GUIDE

One Block  
**\$175**  
 Size (w x h): 2.36" x 2.9"

Two Blocks  
**\$275**  
 Size (w x h): 4.87" x 2.9"  
 or 2.36" x 6"

Three Blocks  
**\$375**  
 Size (w x h): 7.37" x 2.9"  
 or 2.36" x 9.13"

## AD & LOGO ARTWORK REQUIRED FORMAT

- High resolution PDF files are preferred with all fonts embedded. Also will accept .eps, .ai, .jpg, .psd, or .tif formats.
- CMYK (four color process).
- Images - 300dpi (dots per inch) resolution.
- Supply any linked images or photos.
- Fonts changed to outlines for vector based files (.eps, .ai).
- NO printer's marks. (i.e. bleed and registration marks)
- NO header or footer information.
- NO crop marks unless ad has white background.
- Trim Size and Bleeds Only double spread and full page ads are allowed to bleed. All ads must be built to their trim size with 1/8" bleed. All important text or images must be inside the final trim size by 3/16" (live area).

12268 Intraplex Pkwy., Gulfport  
 P 228.385.7703 • F 228.385.7705  
 WWW.SMLIVING.NET

## ELECTRONIC REQUIREMENTS

**Electronic Submission** E-mail submissions must be made as attachments and must be no more than 12MB to transmit. All other ads may be submitted via [smliving.net](http://smliving.net) click on the advertising tab and follow the instructions under "Send Ad Files." Call for specifications, 228.385.7703. ext. 313.

## PROOFING POLICY

With every locally-produced ad, we provide professional graphic design services free of charge. After the original design is delivered to you, you will be allowed up to two revisions at no extra charge. Clear and concise revision notes should be sent promptly to your designer or representative all in one location, such as a single email. This ensures that we are able to meet and exceed your expectations and no revision notes will be left out. Final approval will be required no later than two days prior to press deadline.

## PHOTOGRAPHY POLICY

It is our pleasure to provide one of our talented photographers to help you tell the story of your business. This service is available à la carte or as part of an advertising package. If photography is to be provided by our team, we will work diligently to meet your schedule. If an incident does arise and you are not able to make your scheduled appointment, please let us know as soon as possible so that we can reschedule you. Appointments canceled less than 24 hours in advance will be subject to a \$100 cancellation fee.

## AD SIZES

width x height

**Full Page - Trim Size**  
8.375" x 10.875"

**Full Page - Full Bleed**  
8.625" x 11.125"

**Full Page - Live Area**  
7.575" x 10.075"

**Two Thirds Page - Vertical**  
4.875" x 10.075"

**Half Page - Horizontal**  
7.575" x 4.875"

**Half Page - Vertical**  
3.625" x 10.075"

**Third Page - Vertical**  
2.375" x 10.075"

**Third Page - Horizontal**  
7.575" x 3.325"

**Quarter Page - Vertical**  
3.625" x 4.875"

