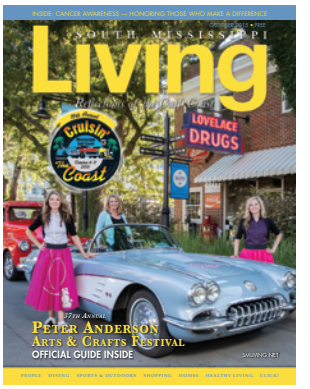


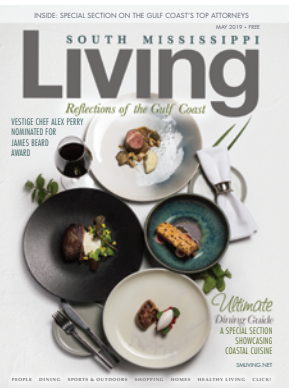






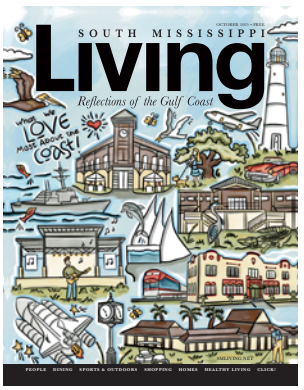




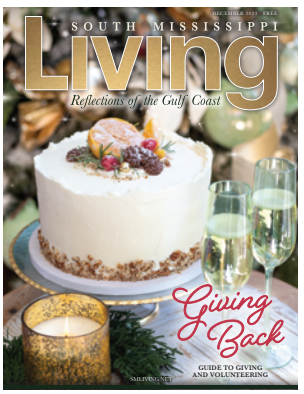


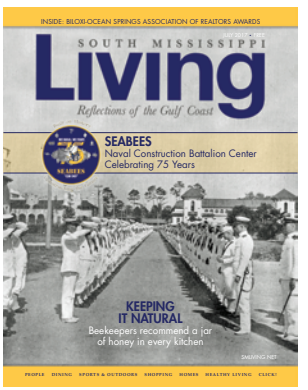


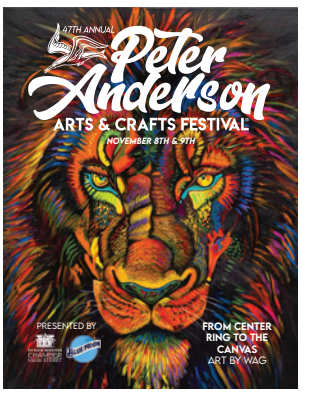


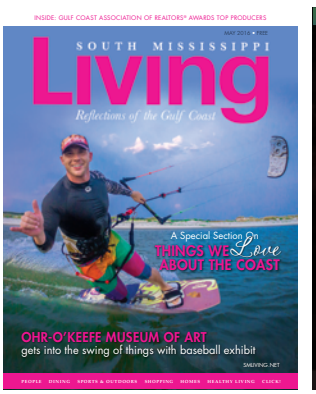


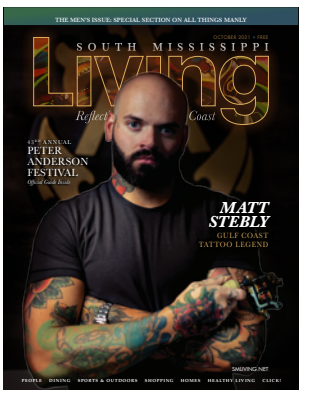












2027 MEDIA KIT

CHECK OUT WHAT **WE'VE GOT PLANNED!**

SOUTH MISSISSIPPI

Living

Reflections of the Gulf Coast

20th ANNIVERSARY

WXXV BEST LOCAL PRINT PUBLICATION

12268 Intraplex Pkwy, Gulfport, MS 39503

P 228.385.7703

www.smliving.net

people dining sports & outdoors shopping homes healthy living click!

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

M2 MEDIA CORP.

20th ANNIVERSARY

SOUTH MISSISSIPPI LIVING CELEBRATES 20 YEARS

December 2026 marked our 20th year serving the Mississippi Gulf Coast as the region's #1 lifestyle magazine. A special thanks to our advertisers for supporting the work we do, and to our readers for trusting us to tell the many vibrant stories of South Mississippi. We couldn't do it without you!

– Michael and Mary Sunderman, *Publishers*

2027 CALENDAR

EDITORIAL & SPECIAL SECTIONS

JANUARY

Advertising & Copy Deadline December 10

FACES OF SOUTH MISSISSIPPI

FEBRUARY

Advertising & Copy Deadline January 8

THE LOOK BOOK
Beauty and Fashion Edition
Romance & Wedding

EXPLORE BILOXI VISITORS GUIDE

MARCH

Advertising & Copy Deadline February 8

HOME & GARDEN

REAL PEOPLE OF REAL ESTATE

OCEAN SPRINGS VISITORS GUIDE

APRIL

Advertising & Copy Deadline March 10

KIDS & PETS

SCHOOLS & SUMMER CAMPS

TERRIFIC TEENS

MAY

Advertising & Copy Deadline April 9

ULTIMATE DINING GUIDE

HANCOCK COUNTY VISITORS GUIDE

JUNE

Advertising & Copy Deadline May 10

MEET THE DOCTORS
A special section dedicated to the top medical specialists in South Mississippi

2027 CALENDAR

EDITORIAL & SPECIAL SECTIONS

JULY

Advertising & Copy Deadline June 9

LIVING HISTORY

PRIVATE SCHOOLS

THE VALOR EDITION

SEABEES 85TH ANNIVERSARY

AUGUST

Advertising & Copy Deadline July 9

COASTAL COMMERCE

Business & Industry | Chambers, Mainstreets & Downtowns

SHOP LOCAL, SHOP SMALL

GULFPORT VISITORS GUIDE

SEPTEMBER

Advertising & Copy Deadline August 10

WOMEN IN BUSINESS

CRUISIN' THE COAST

OCTOBER

Advertising & Copy Deadline September 9

MEN'S ISSUE

PETER ANDERSON FESTIVAL GUIDE

HOLIDAY SHOPPING

NOVEMBER

Advertising & Copy Deadline October 8

GOLDEN YEARS

HOLIDAY SHOPPING

PASCAGOULA VISITORS GUIDE

DECEMBER

Advertising & Copy Deadline November 9

GUIDE TO GIVING BACK

HOLIDAY SHOPPING

MAGAZINE MEDIA

REACHES EYEBALLS, MINDS, & WALLETS



BETTER VIEWABILITY



IMMERSIVE USER EXPERIENCE



HIGHEST RETURN ON ADVERTISING SPEND

IN A SAFE, VALIDATED ENVIRONMENT.

86% 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 2025 Association of Magazine Media Research*

20 YEAR TOTALS

241 ISSUES OF SML

3,368,000 FREE COPIES

16.2 MILLION READERS IN PRINT, ONLINE & FACEBOOK

43,304 PAGES PUBLISHED

6,380 LOCAL STORIES WRITTEN

152,700 CLICK PHOTOS

$1 MILLION DONATED TO REGIONAL CHARITIES

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

PRINT & DIGITAL READERSHIP

85,000 PER ISSUE

PASS ALONG READERSHIP

4.5 READERS* PER COPY

UP TO **13,000** PER ISSUE

AND **20,000+** ONLINE VIEWERS

21,000 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.*

2027 ADVERTISING RATES*

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

All advertising rates are net per issue and include process color

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

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)*.
- While M2 Media does not use AI in our design work, we do allow AI-generated advertisements to be submitted as long as they meet our sizing and specifications. M2 Media is not responsible for any information that may be misspelled or incorrect in AI-generated advertising.

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*** 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

Double-Truck - Trim Size
17" x 10.875"

Double-Truck - Full Bleed
17.25" x 11.125"

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"

