

# Farragut *Life*

M A G A Z I N E



**MEDIA KIT**  
2018

# Farragut *Life*

M A G A Z I N E

Published Quarterly:  
Spring, Summer, Fall  
and Holiday/Winter

**MAILED DIRECTLY TO HOMES  
WITH INCOMES OVER  
\$200,000**



## Looking for a magazine that publishes content, not clutter?

Farragut Life Magazine reaches every subdivision in Farragut, including businesses and offices. Advertise with us and become a part of the Farragut Community! Our readers keep and collect Farragut Life Magazine, we print stories, not junk mail!

- Median Income for a household in the town of Farragut in 2007 was \$94,420 and the media income for a family was \$108,000
- We deliver to all of Farragut subdivisions and many surrounding subdivisions (37934 & 37922)
- All 21 hotels from Campbell Station to Cedar Bluff.
- Businesses in Turkey Creek and along Kingston Pike.
- Print Quantity: 20,000

Contact us today and find out why more of our magazines are kept in homes and on tables.

## Storytelling Is Our Strength!

Created and established in East Tennessee, we love publishing the amazing stories of the people and places that make up our wonderful community. With 15 custom magazines printed each year, The Bingham Group specializes in creating quality work that can be enjoyed over and over again.

With more than 25 years of branding experience, The Bingham Group understands the importance of presenting content without clutter. As a full-service advertising agency, we are prepared to handle every aspect of your content needs in-house.

From initial concept to final production, The Bingham Group is equipped to meet your marketing needs across several mediums: from print media, posters and brochures, to complete websites, videos and television and radio spots, we will create lasting advertising projects that present the best version of you and your needs.

We design, layout and print quarterly magazines for Monroe, Farragut and McMinn Counties, and love telling the stories about the East Tennessee community. From local events and businesses, to the people and organizations who make a positive impact, we want to represent you and your life. Contact us for your media needs today and find out why people keep our magazines to enjoy again and again.

# WE DELIVER TO THESE SUBDIVISIONS AND MORE

## OFF NORTHSHORE/KELLER BEND

Mariners Pointe  
Gettysvue  
Admirals Landing  
Northshore Landing  
Northshore Cove  
Westland Lakes  
The Highlands at Northshore  
RiverSound  
Breakers at RiverSound  
Ridgegate Estates  
Stoney Point Farm  
Wexford at Lake Loudon

## OFF BLUEGRASS

Lakeshire  
Autumn Ridge  
Harts Ridge  
Hamilton Hall

## WEST OF CONCORD ROUND-ABOUT

Jefferson Park  
Montgomery Cove  
Bayou Bend  
Falcon Pointe

## OFF CHOTO

The Mill at Choto  
Lake Cove  
Choto Estates  
Channel Point  
The Summitt at Choto  
Lakeshore Meadows  
Rivendell  
The Woods at Montgomery Cove  
Bayview  
Mallard Bay

## OFF BEALS CHAPEL ROAD

Millers Landing  
Conkinnon Pointe

We direct mail to all homes with incomes above \$200,000 in these zip codes:

37909, 37912, 37919, 37921 & 37923

## FARRAGUT SUBDIVISIONS

Avalon  
Saddle Ridge  
Orchid Grove  
Sedgefield  
Cool Springs  
Fox Run  
Camden Grove  
Fox Den  
Andover Place  
Oakley Downs  
The Battery at Berkley Park  
Prestwick Place  
Berkley Park  
Hickory Woods  
Fox Cove  
Smithfield  
Waverly Court  
Baldwin Park  
Woodchase  
Weatherly Heights  
Chapel Glen  
Lanesborough  
Holly Oaks  
St. Charles Place  
Altamira  
Chapel Point  
Wyndham Hall  
Chapel Grove  
Village Green  
Ridgeland  
Cottage Creek  
Sweet Briar  
Woodland Trace  
The Cove at Turkey Creek

Stone Crest  
Farragut View  
Powell Acres  
Old Stage Hills  
Sienna Rivendell  
Wentworth  
Fort West  
Rockwell Farm  
Summer Oaks  
Steeple Chase  
Bridgemore  
McFee Manor  
Cottages at Pryse Farm  
The Farm at Willow Creek  
Sugarwood  
Derby Run  
Linda Heights  
Farragut Crossing  
Belleaire  
Derby Chase  
Glen Abbey  
Sheffield  
Turkey Creek Woods  
Brixworth  
Sailview  
Audobon Hills  
Inverness  
Kingsgate  
Lake Haven Park  
Bridgewater  
Turkey Creek Harbor  
Park Place  
Thornton Heights  
Concord Hills

## OFF BOYD STATION

Walnut Grove

## OFF WESTLAND

Eagle Glen

## NORTH OF 1-40

Hardin Valley

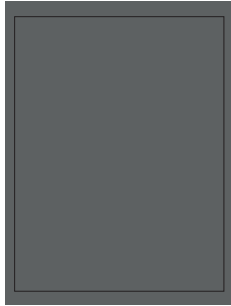


**Farragut**  
Life

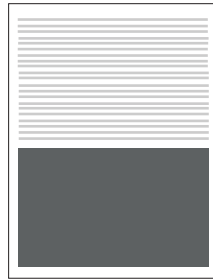
M A G A Z I N E

## ADVERTISING SIZES & PRICES 2018

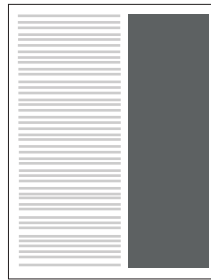
**Full Page with Bleed**



**1/2 Page Horizontal**



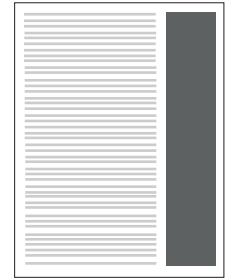
**1/2 Page Vertical**



**1/3 Page**



**1/3 Page Vertical**



Monthly Payment Plans Available

Multiple Placement Discount  
**10% OFF 15% OFF 20% OFF**

Ad Size	Measurements	1x	2x	3x	4x
Front inside spread	Full page x 2	5,000	4,500 ea.	4,250 ea.	4,000 ea.
2-page spread	Full page x 2	3,000	2,700 ea.	2,550 ea.	2,400 ea.
2-page advertorial*	Full page x 2 with copy	3,000	2,700 ea.	2,550 ea.	*2,400 ea.
Back Cover	9" wide x 10.875" tall	2,500	2,250 ea.	2,125 ea.	2,000 ea.
Back inside cover	9" wide x 10.875" tall	2,300	2,070 ea.	1,955 ea.	1,840 ea.
Full page	9" wide x 10.875" tall	2,000	1,800 ea.	1,700 ea.	1,600 ea.
1/2 page horizontal	8" wide x 4.872" tall	1,250	1,125 ea.	1,063 ea.	1,000 ea.
1/2 page vertical	4" wide x 9.875" tall	1,250	1,125 ea.	1,063 ea.	1,000 ea.
1/3 page horizontal	8" wide x 3.209" tall	750	675 ea.	638 ea.	600 ea.
1/3 page vertical	3.06" wide x 10.875" tall (plus bleed)	750	675 ea.	638 ea.	600 ea.

Magazine Trim: 9" x 10.875" | Live Area: .5" from trim and gutter | All Full page ads must include 1/8" bleed on all 4 sides.

\*2 page advertorial with purchase of 1 year ad commitment any size

**Mignonne Alman, Sales**

Phone: 865.523.5999 E-mail: [mignonne@binghamgroup.com](mailto:mignonne@binghamgroup.com)

**Publisher:**

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P.O. Box 24044 | Knoxville, Tennessee 37933 | Phone: 865.523.5999

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[www.farragutlife.com](http://www.farragutlife.com)

# Farragut *Life*

## INSERTION ORDER

### PLEASE PRINT

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

E-mail: \_\_\_\_\_

Select issue or all four:  **SPRING**  **SUMMER**  **FALL**  **HOLIDAY/WINTER**

Size (please consult sales sheet for size categories):

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Front Inside Spread | <input type="checkbox"/> Back Cover     | <input type="checkbox"/> Back Inside Cover    |
| <input type="checkbox"/> Two Page Spread     | <input type="checkbox"/> Full Page      | <input type="checkbox"/> Half Page Horizontal |
| <input type="checkbox"/> Half Page Vertical  | <input type="checkbox"/> One-Third Page |   |

Cost:

Space Rate: \_\_\_\_\_

Frequency: \_\_\_\_\_

Total: \_\_\_\_\_

ADS WILL BE BILLED WITH EACH PLACEMENT.

**TOTAL \$** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Send insertion order form  
and payment to:

The Bingham Group, Inc.  
P.O. Box 24044 Knoxville, TN 37933  
Phone: 865.523.5999

# INFORMATION REQUIREMENTS

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The following information must be provided to Farragut Life Magazine in order to create ad layouts.

I will E-mail my finished ad to Farragut Life

I want Farragut Life to create my ad

Business Name: \_\_\_\_\_

Company Logo:  E-mail digital file  Provide printed copy for duplication

Contact Information to include in Ad: (address, phone numbers, website address, etc.)

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Message: (What you want to say about your business) \_\_\_\_\_

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Photography:  E-mail digital file  Provide photos for duplication

**Use This Space For Layout**

Send Finished Proof To: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_