

MEDIA KIT

Jan-Jun 2025

REVEAL BRENTWOOD

LIVE. SHOP. EAT. PLAY.



LETTER FROM THE PUBLISHER

Our team is extremely excited for the upcoming launch of the inaugural 2025 Jan.-June edition of our *REVEAL BRENTWOOD* magazine! We believe this insider's guide to Brentwood will fully capture the attention of our readers by providing comprehensive information on how to fully "Live, Shop, Eat & Play!" in Brentwood. We believe a great city deserves a great guide!

As a resident of Brentwood for 20+ years, I personally think a magazine of this caliber and focus has been much needed and long overdue! I am constantly amazed at how some of my favorite places to eat and shop are still unknown to other longtime Brentwood residents. As a lifelong marketer, I've always been perplexed at how businesses and visitor bureaus go to such great lengths trying to reach visitors and tourists with visitor guides who they only have access to for a few days in their city. Why go to such great lengths to reach, educate and inform these visitors and not do the same for the residents and commuters who live and work in our own front yard? *REVEAL BRENTWOOD* looks to answer this question by *revealing* Brentwood to all of our residents, in every issue—year round.

We believe our purpose and approach to this publication will be just as unique as Brentwood. There are many factors that make Brentwood truly unique even compared to similar cities nationwide. In fact, there are so many factors that it was challenging fitting all of Brentwood's accolades and impressive characteristics into this media kit. So much so that we thought it important not to condense Brentwood's qualities in an effort to completely reveal how special the focus of our publication is.



REVEAL BRENTWOOD will offer platforms where our readers and users find information, resources, and each other to enrich their quality of life locally—specifically in Brentwood. Our readers are extremely wealthy, loyal, active and committed, and are constantly looking to find products and services to give their families the best quality of life possible. We look forward to helping residents do just that as the market leader in connecting Brentwood residents and local businesses.

Shawn Humphrey
Publisher, *REVEAL BRENTWOOD*

— R E V E A L —
BRENTWOOD
LIVE. SHOP. EAT. PLAY.



BRAND OVERVIEW

SMI Media Partners is the parent company of the *REVEAL* media brands which will serve our various partner cities throughout the country. Our biannual *REVEAL* magazines, like *REVEAL BRENTWOOD*, inform, entertain and intrigue readers in an effort to reveal relevant information, enrich lives, and foster enthusiasm for their unique city. *REVEAL BRENTWOOD'S* relevant content includes compelling features along with useful resource guides, listings and accompanying app.

Combined with expert design, appealing imagery, and glossy high-quality printing, our magazines strike a nice mix between upscale and inviting. Along with the mass guaranteed distribution, our magazines are positioned well to be the most viewed publication in their respective markets.

REVEAL publications will capture the attention of local residents and engage them to act by providing comprehensive information on how to fully “Live, Shop, Eat & Play!” in their unique city they call

home. These magazines are produced in a way that creates informative, entertaining, upscale, beautiful publications that serve as the local authority on what is so great about the respective cities they reveal. Our magazines serve as a type of Insider’s Guide to each city that proves to be a valuable tool for not only residents but also visitors, tourists, newcomers, and business commuters alike.

REVEAL markets serve highly affluent readers that have numerous options when it comes to living, shopping, eating, and playing. *REVEAL* publications will be the authority on local living as they reveal those options to our readers. We will offer an indispensable resource to our vast and loyal readership who will view our publication as an invaluable part of their lifestyle.





SHELF LIFE

As a biannual publication, *REVEAL BRENTWOOD* will have a '6-month shelf life, giving it (and your ad) immense staying power. With such a long shelf life, the average pass-through rate of 4 readers per magazine will likely be much higher. Additionally, the slightly smaller, upright size is purposely designed to be easily portable and to encourage mobility, which translates into more viewership.

DISTRIBUTION

To ensure a guaranteed maximum readership, our magazines are **FREE** and mailed out to **EVERY** business and **EVERY** resident of the city. Additionally, we have numerous strategic distribution channels, such as chambers of commerce, hotels, visitor centers, and even street-marketing teams at larger events which are all designed to promote the *REVEAL BRENTWOOD* brand while reaching as many readers as possible.

Digital Distribution - Readership estimates do not include readership numbers of our online version of *REVEAL BRENTWOOD*. All print advertisers are included in the digital edition, which includes the ability for readers to click on your ad to visit your website.

REVEAL BRENTWOOD

LIVE. SHOP. EAT. PLAY.

AUDITED

REVEAL BRENTWOOD will be independently audited by Circulation Verification Council. This means that circulation figures can be trusted, and when we say we reach the most readers of any local publication, we have the data to support it. As an advertiser you can rest assured our magazine is getting in the hands of our readers and not sitting in a news stand rack going unread.

4,741

Hotel Rooms Serving Brentwood

*Reveal Brentwood publications will be placed in as many Brentwood hotels as possible. This number includes all hotels in the footprint of the city of Brentwood and within 3 miles of the city limits.



WHY BRENTWOOD

WHAT MAKES BRENTWOOD SO SPECIAL?

Brentwood is a relatively new city, rich in both affluency and history, located in Williamson County, the wealthiest and one of the fastest-growing counties in the state. A suburb neighboring Nashville's southern border, Brentwood's picturesque rolling hills are home to some of the best schools in the country, numerous Fortune 500 companies, multiple corporate headquarters as well as professional athletes and country music stars. Brentwood's per capita income and median home values of its more than 46,000 residents rank it yearly as **one of the wealthiest cities in America**. With more than 51,000 people commuting daily to work in Brentwood, and close to 2 million tourists visiting the county yearly, Brentwood is a very popular place to **Live, Shop Eat & Play!** As you will see in the multitude of accolades listed here, Brentwood is truly a "one-of-a-kind" community!



**Magazine
readers age 35-54
are above-average
spenders on a wide
range of categories
for themselves,
their homes, and
their families**

— R E V E A L —
BRENTWOOD

LIVE. SHOP. EAT. PLAY.

BRENTWOOD HAS MORE THAN

46,000

RESIDENTS WITHIN ITS CITY LIMITS

BRENTWOOD WELCOMES

51,000+

BUSINESS COMMUTERS WHO
VISIT BRENTWOOD FROM
OUTSIDE ITS CITY LIMITS DAILY

BRENTWOOD IS LOCATED
IN WILLIAMSON COUNTY,
WHICH HAS CLOSE TO

**2 MILLION TOURISTS
VISITING THE
COUNTY YEARLY**

BRENTWOOD IS WITHIN THE NASHVILLE
MSA WHICH HAS MORE THAN

**16.1 MILLION
VISITORS DAILY**

WHY BRENTWOOD

Brentwood, TN Demographics

By The Numbers

45,373

Population

\$1,511,699

*Average Home Sale Price

92%

Own Their Homes

2,118,233

Surrounding MSA Population

\$168,688

Median Household Income

\$1,243,072

Median Home Sales Price

50,481

People Who Commute
Into Brentwood Daily

Education

98.2%

High School
Graduates

44%

Bachelor's
Degree

21%

Master's
Degree

4%

Doctorate
Degree

Age/Sex

41.7

Median Age

41

Median Age
of Men

42.3

Median Age
of Women

50.1%

Women

49.9%

Men

Zip Code Breakdown



Magazines perform better than TV or the Internet on getting users to try new things, inspiring them to buy new things, and helping them make purchase decisions

OUR REACH

Primary Reach

Brentwood (and bordering zip codes or neighborhoods that would naturally "Live! Sho, Eat & Play!" in Brentwood)

Ancillary Reach

Williamson County
Nashville MSA
Oak Hill
Forest Hills
Franklin
Nolensville



READER PROFILE DEMOGRAPHICS

#21

Best Place to
Live in America
Money Magazine 2017

#1

Most Business-
Friendly City in
Tennessee
*Beacon Center of Tennessee,
November 2013*

#3

Top five small
cities in America
Wallet Hub 2023

#8

Most Affluent Small
Cities
AdvisorSmith 2021

#3

Best Suburbs for
Retirees
This Old House 2024

#1

2023 Best Suburb to
Live in the Nashville
MSA - Brentwood
Niche.com 2023

#7

10 Richest Small
Cities In America
Movoto May 2018

#1

Best Place to Live
in Tennessee
thecrazytourist.com

#9

Highest Earning
Cities in the Country
Nerd Wallet 2015

5

Home to 5 FORTUNE
500 companies'
corporate headquarters
2021 FORTUNE Magazine

#3

Top Coziest Cities to
Live in 2024
2024 Wallet Hub

#3

SmartAsset - 2023 Safest
Suburbs in the U.S. -
Brentwood #16

BRENTWOOD, TENNESSEE BY THE NUMBERS



Daily Traffic Counts Throughout Brentwood

Is Your Business Reaching Everyone That
Visits Brentwood Daily? We Can Help!

136,127 - I-65 / South Brentwood
118,752 - I-65 / North Brentwood
32,441 - Concord Rd. Wilson Pike
24,662 - Old Hickory Blvd. / I-65
23,512 - Murray Ln. / Franklin Rd.
20,534 - Moores Lane / I-65
20,379 - Maryland Way
18,969 - Concord Rd. / Franklin Rd.
15,599 - Nolensville Rd. / Concord Rd.

A GREAT CITY DESERVES A GREAT GUIDE

READER PROFILE DEMOGRAPHICS

WILLIAMSON COUNTY, TENNESSEE

LOCATION! LOCATION! LOCATION!

REVEAL BRENTWOOD reaches even more people than just the residents of Brentwood and incoming business commuters. Situated in Williamson County while also bordering Nashville, Brentwood's location facilitates a massive amount of ancillary visitors. Having a major interstate running through its city limits allows easy access for these visitors to have an impact.



Tourism in Williamson County More than 1.8 million people visited Williamson County in 2019, accounting for nearly \$500 million in tourism spending.

#1

Best School Systems in America With a Minimum of 20,000 Students

Schooldigger.com 2014

#10

The 10 "Real" Richest Counties in the U.S.

Kiplinger 2021

#7

Richest Counties in the United States

2017 Forbes

#10

Fastest growing counties in the US

US Census Bureau

2x

Williamson County Doubled its new household migration

U.S. Census Bureau 2020



12

Home to 12 of the 25 Largest Publicly Traded Companies in the Nashville MSA Region Including 5 of the Top 10.

Williamson, Inc. 2021

#1

Best Counties to Live in Tennessee

Niche.com 2021

#10

Counties With the Best Public Schools in America

Niche.com 2021





Published 2 times a year!

*** A circulation of 60,000!**

*** A readership of 240,000!**

*** A shelf-life of 6 months!**

**Per issue!*

CONTENT

Our content will inform, entertain, and intrigue readers in an effort to reveal relevant information, enrich lives, and foster enthusiasm for their unique city. *REVEAL BRENTWOOD'S* content includes compelling features along with useful resource guides and listings.

NUMBERS (CIRCULATION & READERSHIP)

Our portfolio includes print and digital editions of *REVEAL BRENTWOOD*. The print magazine, published two times per year, is delivered to over 60,000 homes and businesses per issue in Brentwood and surrounding key areas. Additionally, *REVEAL BRENTWOOD'S* long shelf life will help reach an estimated readership of 240,000 people per issue, which does not include readership from our digital edition.

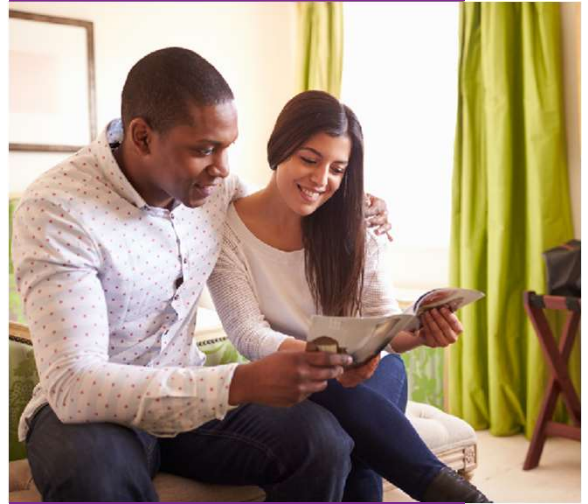


DEMOGRAPHICS

Our readers are a highly sought-after target audience who are engaged, affluent, active and highly educated. Brentwood is the wealthiest city in Williamson County which is part of the Nashville, Tennessee metropolitan area. Williamson County was listed by Forbes magazine as one of the top 10 wealthiest counties in the country. *REVEAL BRENTWOOD* will quickly become an invaluable and integral part of this extremely affluent demographic's everyday Brentwood living.

CONTENT OVERVIEW

LIVE!
SHOP!
EAT!
PLAY!



Magazine readers are more receptive to ads than visitors of websites or TV viewers

- ✓ An inside look at local people, places, and events
- ✓ Monthly calendars of Brentwood area events (concerts, shows, festivals, and more) handpicked by our editors
- ✓ An insider review of new, must-visit destinations
- ✓ Options on exploring some alternatives residents may have missed
- ✓ Restaurant news, profiles, and reviews of new and timeless restaurants as well as profiles on local owners and chefs
- ✓ Updates on the latest restaurant openings
- ✓ Top local restaurant reviews
- ✓ Distinctive maps outlining the numerous dining and shopping areas Brentwood has to offer



AGGRESSIVE SEO APPROACH



The following domains will send traffic to RevealBrentwood.com

REVEAL BRENTWOOD

RevealBrentwood.com
RevealBrentwood.net
MapofBrentwood.com
BrentwoodMap.com
DineBrentwood.com
EatBrentwood.com

REVEAL BRAND PUBLICATIONS

LiveShopEatPlay.com
LiveShopEatPlay.net
LivePlayEatShop.com
LivePlayEatShop.net

MAKING A DIFFERENCE!

Most importantly, we are extremely proud to say that our work DOES make a difference. Our *REVEAL* brands put into action our commitment to serve as the champion for a prosperous economic environment that enriches our partner cities' businesses and communities. Our publications offer readers compelling local content that is both informative and engaging which, in turn, drives decision-making, reflecting an increase in revenue generated by local businesses and the local government. The stronger and more diverse the economy, the stronger the community becomes. Over time, a strong economy becomes a self-sustaining engine of growth that can help bolster property values and add "curb appeal" to an entire city. This revenue also helps protect the tax base, which means that the community's civic services such as police and fire departments, schools, parks, and public works departments don't have to curtail service or offerings but can actually enhance their services. This type of energized, economic growth provides stability that helps communities attract both residents, businesses, and organizations eager to see the community grow stronger.



PRODUCT SPECIFICATIONS AND AD RATES

Ad Rates & Sizes

Ad Sizes		
Full Page		
2/3 Vertical		
1/3 Vertical		
1/2 Vertical		
1/3 Square		
1/2 Horizontal		
Two Page Spread		

BLEED (0.125" on all sides if images exceed the page size)

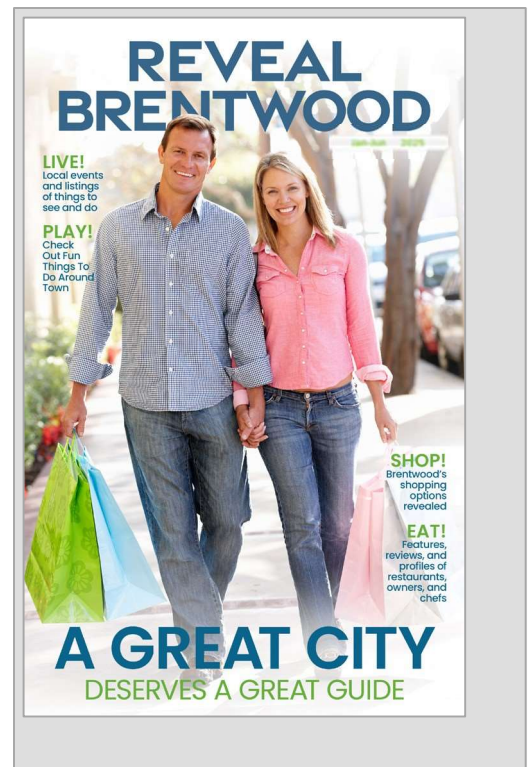
PAGE (Use ad size chart to find desired format)

LIVE AREA/MARGIN (0.5" on all sides, text needs to be inside this area)

Inaugural Publication Discounted Pricing

Due to limited ad space and the expectation that ads will sell out, inaugural advertisers will receive the first right of refusal (until 1/30/25) on their ad space for the 2025 Jul-Dec Edition.

Ad Sizes	Single Issue
1/2 Page (○ Vertical ○ Horizontal)	\$2,850
2/3 Page	\$3,750
Full Page	\$4,850
Inside Back Cover (○ Left ○ Right)	\$5,650
Inside Front Cover (○ Left ○ Right)	\$6,650
Back Cover	\$8,550
2 Page (Normal)	\$8,630
2 Page (Center)	\$9,150



ACTUAL SIZE OF
PUBLICATION IS 6" X 10"



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FOR MORE INFORMATION ON BECOMING AN
ADVERTISER PLEASE CONTACT US!

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