

VIP KNOXVILLE

2023 MEDIA KIT

magazine



THE MAJORITY OF
MAGAZINE
READERS WHO NOTICE
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88%

OF US ADULTS
READ A MAGAZINE
IN THE LAST
SIX MONTHS,
AS HAVE

90%

OF ADULTS
UNDER THE
AGE OF 25

EVENT COVERAGE

The top 25-30 events each month that highlight the philanthropic events which make our community so special and highlight the good works being done in Knox County.

HOME

Explore some of the most unique homes in our area with this in-depth photographic feature. Homes include some of Knoxville's most historic homes, to those that have been renovated as well as the new homes that continue to be built in our growing community.

VIP PROFILE

Meet one of Knox County's most influential persons who is helping to make a difference in our community.

PEOPLE & PLACES

Find the news about what is happening in Knoxville and Knox County to help grow and change our community for the better.

CALENDARS

Review our social calendars for the current and upcoming month that will inform you as to what events are going on in the community and how you can help make a difference supporting these events.

IN EVERY ISSUE



MONTH	FEATURE
February	Wedding Issue
March	Real Estate/Lawn & Garden
April	Spring Issue
May	Live Local/ Entrepreneur Profiles
June/July	Financial
August	Health & Wellness
September	Fall Issue/Fashion
October	Leading Ladies
November	All About Home
December/January	Holiday Gift Guide/ New Year New You

SPECIAL SECTIONS

IN DYNATA'S BRAND LIFT RESEARCH, MAGAZINE ADS CONSISTENTLY OUTPERFORM DIGITAL ADS IN GROWING CONSUMER AWARENESS AND INTENT TO ACT



RATES

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