



The New RESIDENTS' Guide

Is Your Advertising Reaching New Residents in Williamson and Maury Counties?

The New Residents' Guide can take you to their doorstep.

Thousands of new residents move to Franklin, Brentwood, Nolensville, Thompson's Station, Fairview, Arrington, College Grove, Spring Hill, and Columbia every year.

New residents are looking for your type of business. As these new folks establish their buying habits and routines, you can be the first to showcase your business, its products and its services.

Targeted distribution & top-ranked website

Every month *The New Residents' Guide* is mailed to a NEW list of NEW residents. Your business will reach over 16,000 new-mover households a year! PLUS, a digital version of The New Residents' Guide is online, so viewers can flip through each page on their smart device.

TheNewResidentsGuide.com website is a top-ranked site new movers access when planning to relocate and soon after they move to Middle Tennessee. Feature your business with a banner ad on the website by sponsoring a current article or an industry specific article, sharing knowledge from your business's expertise. Your banner ad will link to your business website.

New Mover Stats

Williamson & Maury Counties are the two fastest growing counties by population in the state!

Median Home Price:

Williamson County

\$747,281

Maury County

\$384,146

Median Annual Household Income:

Williamson County

\$112,962

Maury County

\$67,521

Homebuyers spend twice as much as existing homeowners, spending well over \$10,600* to set up their new home.

*Source: Realtor.com



To advertise, contact: Linda Eaves, owner/publisher • P: 615.624.1805
E: TheNewResidentsGuide@gmail.com • W: TheNewResidentsGuide.com

Reach new residents, add new customers!

- *The New Residents' Guide* is your first step in building brand recognition for your business among new residents and achieving your company's marketing goals by developing leads and sales. New residents are a financially thriving consumer, giving your business the opportunity to dominate the market.
- This full-color magazine is chock-full of helpful community information, with articles about how to get your car tags and driver's license, hunting and fishing in the state, city and county services; plus recreation in the area, including parks, lakes, organized sports, and much more.

- *The New Residents' Guide* connects with new residents on social media and has an ever-increasing follower count that means more exposure for advertisers. New residents will discover your business even before they move.

To advertise contact:

Linda Eaves, owner/publisher

P: 615-624-1805

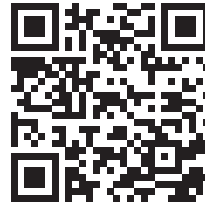
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The **FIRST** business who gets a product or service in the consumers' consciousness owns the market position.

*Jay Conrad Levinson,
author of Guerilla Marketing series*



Scan & view
The New Residents' Guide
magazine online.



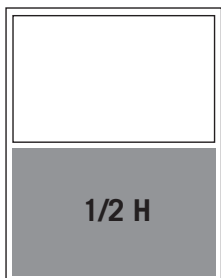
BACK COVER
9" x 8.25"



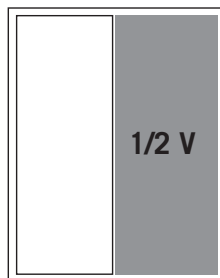
**INSIDE FRONT COVER
INSIDE BACK COVER**
8.5" x 11"



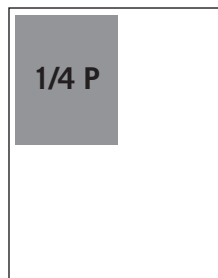
TWO-PAGE SPREAD
17" x 11"



1/2 HORIZONTAL
7.25" x 4.625"



1/2 VERTICAL
3.5" x 9.6"



1/4 PAGE
3.5" x 4.8"

Ad sizes and specifications

Please submit your ad in one of the following files—TIF or PDF in a minimum of a 300 dpi format and send it via email to:

TheNewResidentsGuide@gmail.com.

Please note: vector-based artwork is not dependent on resolution, but some may contain bitmap-based graphic elements that should have a 300 dpi resolution for the best printing resolution. Vector-based graphics (such as those created in Adobe Illustrator) should be sent in PDF, EPS, or SVG file.

Ad creation services

Our graphic design staff can create or rebuild an ad for a cost of \$175. This does not include designing or re-creating a logo.