



# 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 and online.

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 organization will reach over 18,000 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 organization 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 two of the fastest growing counties by population in the state!

### Median Home Price:

Williamson County

\$874,995

Maury County

\$405,000

### Median Annual Household Income:

Williamson County

\$116,492

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 organization even before they move.

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P: 615-624-1805  
E: [TheNewResidentsGuide@gmail.com](mailto:TheNewResidentsGuide@gmail.com)  
W: [TheNewResidentsGuide.com](http://TheNewResidentsGuide.com)



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



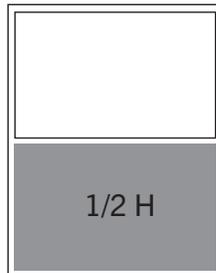
Scan & view  
*The New Residents' Guide*  
magazine online.



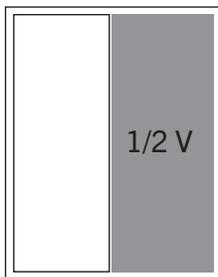
BACK COVER  
9" x 8.25"



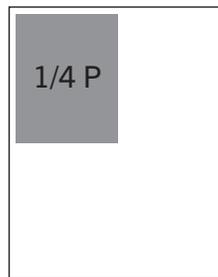
FULL PAGE  
INSIDE FRONT COVER  
INSIDE BACK COVER  
8.5" x 11"



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 press-ready files—TIF or PDF in a minimum of a 300 dpi, CMYK format, and send it via email to: [TheNewResidentsGuide@gmail.com](mailto:TheNewResidentsGuide@gmail.com).

We recommend that all type sizes are no less than an 8 point type for the best resolution.

#### Ad creation services

Our graphic design staff can create or rebuild a professionally designed ad at no additional cost.