



The New RESIDENTS' Guide

Is Your Advertising Reaching New Residents
in Rutherford County?

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

Thousands of new residents move to Murfreesboro, Smyrna, La Vergne, and Eagleville 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 14,000 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 phone or pad.

TheNewResidentsGuide.com website is a top-ranked site new movers access when planning to relocate and soon after they move to Middle Tennessee. Magazine advertisers can also advertise with a banner ad on the website.

New Mover Stats

Rutherford County is one of the fastest growing
counties by population in the state!

Median Home Price:

**Rutherford County
\$489,000**

**Median Annual
Household Income:**

**Rutherford County
\$72,985**

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

Jay Conrad Levinson,
author of Guerilla Marketing series

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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W: TheNewResidentsGuide.com



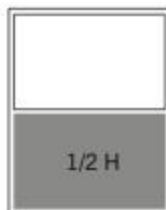
Scan & view
The New Residents' Guide
magazine online.



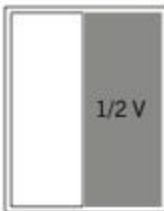
BACK COVER
9" x 8.25"



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.

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.