

# TANGI *lifestyles*

## 2024 Media Kit

The **LOCAL PUBLICATION**  
for news, entertainment,  
and happenings in Tangipahoa.

Our goal is to celebrate Tangipahoa  
Parish by highlighting our community's  
people, schools, events, businesses and  
industries while providing a quality  
marketing tool for local businesses.

**TangiLifestyles.com**



**NM** NORTHSHORE  
MEDIA GROUP



NORTHSHOREMEDIA.NET

# Rates and Specifications

## 2024 Ad Rates

Size	1x	3x	6x
Full Page	\$1,750	\$1,650	\$1,500
1/2 Page	\$1,400	\$1,300	\$975
1/4 Page	\$750	\$650	\$600
Product Place		\$325	\$275

## 2024 Premium Position Rates

Size	Cost
Inside Front Cover	\$2,000
Page 3	\$2,200
Inside Back Cover	\$1,800
Back Cover	\$2,500

## 2024 Feature Spotlight

Cover + 2-page editorial with photos	\$6,000
2-page editorial with photos	\$3,400

## DAL Card (Detached Address Label)

The DAL offers the opportunity for a free-standing direct mail piece that is delivered with Tangi Lifestyles in the mailbox. TL's address label is printed on one side, while the rest of the 5" x 8 1/2" card carries your message for a fraction of the cost of solo mail. Our low rate includes design, printing and postage. Ask us for samples, special contract discounts, and reservation information.

## Ad Design by Tangi Lifestyles - \$30

(Waived with 3x + commitment)

Digital images supplied by the advertiser for the ad design must be 300 dpi at final size. Images may be submitted in JPEG, PDF, or EPS format. Text for ad may be emailed to [info@tangilifestyles.com](mailto:info@tangilifestyles.com). A color proof will be generated for client approval.

## COMBINE RADIO WITH PRINT

Save money and widen your reach with a comprehensive marketing plan.

## 2024 Ad Rates w/40 radio ads per issue

Size	1x	3x	6x
Full Page	\$2,500	\$2,250	\$2,100
1/2 Page	\$2,075	\$1,900	\$1,675
1/4 Page	\$1,600	\$1,400	\$1,200
Product Place		\$1,000	\$900

## Ad Sizes

Ad Size	Dimensions (w x h)
Full Page (no bleed)	7.75" x 10"
Full Page (bleed)	8.75" x 11.25" (bleed) 8.25" x 10.75" (trim size)*
1/2 Horizontal	7.75" x 5"
1/4 Vertical	3.5" x 5"
Back Cover (no bleed)	7.75" x 10"
Back Cover (bleed)	8.75" x 11.25" (bleed)
Includes mailing area —	8.25" x 10.75" (trim size)*

## Electronic Files

Acceptable Formats:

- PDF - Adobe Acrobat Press Quality. Images should be CMYK 300 dpi at final output.
- JPEG & EPS - High Resolution CMYK 300 dpi or higher

Check out the current digital magazine at

**TANGI**lifestyles  
.com

To advertise, call

**985.345.0060**  
[info@tangilifestyles.com](mailto:info@tangilifestyles.com)



## Reasons to Partner with us —

Tangi Lifestyles magazine is Tangipahoa's only local, premier magazine dedicated to helping businesses in our community prosper. We strive to produce a quality publication at affordable rates.



### Reach over 70,000\* Local Consumers

Tangi Lifestyles is mailed to 30,000 households throughout Tangipahoa & Eastern Livingston Parish into communities with disposable income.



### Consumers Support Those They Trust

Tangi Lifestyles has been telling Tangipahoa's story for over two decades. We are dedicated to living local, and our readers trust our message.



### Advertising Gives A Long-Term Advantage

Today's consumers seek information and are well informed before they spend. Advertising gives them information — yours or someone else's!



### Your Message — Multiple Platforms

Tangi Lifestyles combined with radio is Tangipahoa's **BEST VALUE** in advertising!

\* Based on the industry standard of 2.5 readers per household.

# THE SWEET SPOT



Tangi Lifestyles is a part of Northshore Media Group. Our combination of 12 radio stations, a podcast studio, and 5 print publications are dedicated to the local communities we serve in Southeast Louisiana and Southwest Mississippi.

The content is localized, but our reach is regional. We take pride in helping our advertisers effectively communicate their message to local consumers which directly affects their bottom line.

We love to see your business grow.

— Brian Shirey  
Northshore Media Group