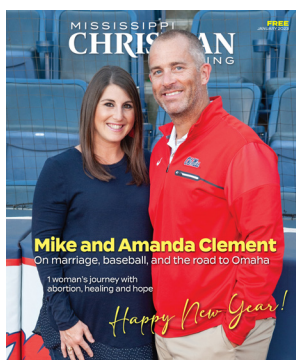
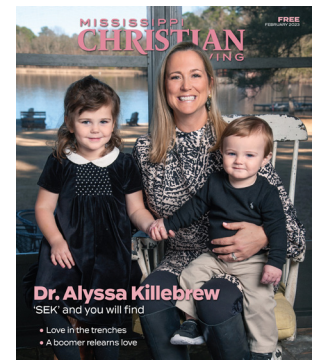
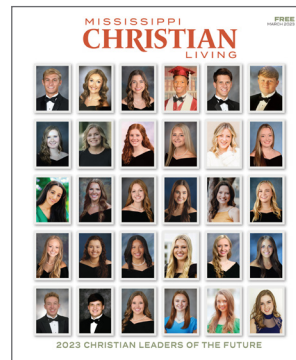
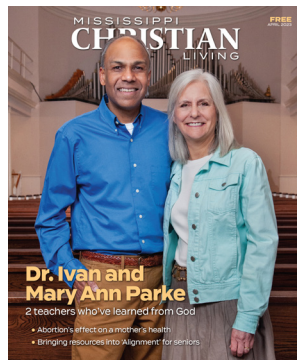


MISSISSIPPI CHRISTIAN LIVING



2024 MEDIA KIT

MSChristianLiving.com

MISSISSIPPI CHRISTIAN LIVING

Demographics

More than half our readers have been reading MCL for
5 years or more

92% of
readers are
female

30% have a
master's
degree or higher

60% are
45+
years old

Nearly 62% have an annual household income of
\$75,000+



Spending habits include:

- More than **80%** spend \$ on women's clothing/accessories
- Nearly **75%** spend \$ on dining out/takeout
- Nearly **70%** spend \$ on out-of-state travel

*2022 MCL Reader Survey Data

[Facebook.com/MSChristianLiving](https://www.facebook.com/MSChristianLiving) ♦ [Instagram.com/mschristianmag](https://www.instagram.com/mschristianmag)
[MSChristianLiving.com](https://www.MSChristianLiving.com)

Pointing people to Christ

Mississippi Christian Living exists to point people to Christ and make their lives better by sharing how God is at work in their neighbors, as well as practical wisdom on topics such as relationships, parenting and more.

- ◆ Monthly magazine
- ◆ Website, e-edition and social media
- ◆ Events (annual women's retreat, annual writing retreat, Christian Leaders of the Future scholarship program)
- ◆ Email blast (4x/month) featuring devotionals and article links



Magazine Distribution

- ◆ 7,075 copies per month
- ◆ More than 95% in Hinds, Madison and Rankin counties
- ◆ 300 "rack and stack" locations in tri-county area
- ◆ Subscribers in tri-county area + all over Mississippi
- ◆ 18,750 monthly readership*

Digital Reach

- ◆ Facebook: 6,700 followers
- ◆ Instagram: 1,500+ followers
- ◆ Website: 6,000 page views per month
- ◆ Email blast: 1,000+ subscribers (times 4 emails per month) with a 40% open rate
- ◆ 15,800 people reached per month



PRINT

Total Monthly Reach

- ◆ 34,000+ total

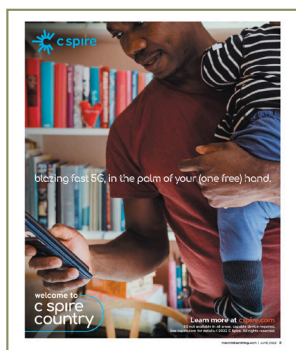


EVENTS

**2.65 average readers per copy - standard industry calculation*

MISSISSIPPI CHRISTIAN LIVING

Sizing



Full Page

No bleed: 7.5 x 9.875
With bleed: 8.5 x 11



1/2 Page Vertical

3.687 x 9.875



1/2 Page Horizontal

7.5 x 4.875



1/4 Page Vertical

3.687 x 4.875



1/3 Page Horizontal

7.5 x 2.375



1/3 Page Vertical

2.375 x 9.875



1/6 Page Vertical

2.375 x 4.875

Print Requirements

- ◆ High resolution PDF is the preferred file format.
- ◆ If sending a JPEG, size must be 300 dpi at 100%.
- ◆ Image mode must be CMYK.

Digital Dimensions

- ◆ Email ads: 1200 x 1200 pixels
- ◆ Website ads: 300 x 250 pixels



Email Ad



Website Ad

MISSISSIPPI CHRISTIAN LIVING

Distribution

BRANDON/PEARL/RESERVOIR: 71 STOPS

Abner's, Brandon
Anytime Fitness, Flowood
Apple Annie's, Brandon
Applebee's, Flowood
BancorpSouth, Flowood Castlewoods
Baptist Medical Group - Dogwood Primary Care
Baptist Medical Group - Reservoir Primary Care
Bops, Brandon
Brandon Baptist Church
Brandon Public Library
Brandon Senior Center
Brite Expressions Dentistry
Brown Chiropractic
Castlewoods Country Club
Castlewoods Place
Community Bank, Dogwood
Community Bank, W. Government St.
Cornerstone Church, Pearl
Crossgates Baptist Church
Crossgates Methodist Children's Center
Crossgates United Methodist Church
Cups, Brandon
Cups, Dogwood
First Baptist Church Children's Center, Brandon
First Baptist Church, Pearl
Flowood Chamber of Commerce
Flowood Family YMCA
Frisco Deli, Pearl
G. Chastaine Flynt Memorial Library, Flowood
Hartfield Academy
Hinds Community College Child Daycare, Pearl
Jackson Preparatory School
Lace Bridal
Lacru Salon
Lakeland Coffee Company

Lakeland Presbyterian Church
Lakeside Presbyterian Church
McAlister's, Dogwood
McAlisters, River Oaks Dr.
McLaurin Heights Baptist Church
MEA Ambulatory Care, Castlewoods
MEA Clinic, Pearl
Merit Health Medical Group Primary Care Lakeland
Merit Health Medical Group Primary Care Reservoir
Merit Health Rankin (hospital)
Milestone Christian Books
Mocha Mugs - Grants Ferry
Mocha Mugs, W. Government St.
Nebletts Frames, Dogwood
Newk's, Brandon
News, Dogwood
Park Place Baptist Church
Pearl Presbyterian Church
Pearl United Methodist Church
Pediatric Dentistry of Brandon
Pinelake Church, Brandon (The Well coffee shop)
Rainer Law Firm
Rankin Children's Group, Crossgates
Rankin Children's Group, Flowood
Rankin County Chamber of Commerce
Reservoir Dental
Schlotzsky's, Flowood
Smoothie King, Dogwood
Soulshine Pizza, Flowood
St. Mark's United Methodist Church
Studio 65 Dance
The Blake at Flowood
The Citizens Bank of Philadelphia, Flowood
Trustmark - Castlewoods
Vineyard Church
Word of Life Church, Flowood

CANTON: 10 STOPS

Canton Academy
Fellowship Bible Church
First Baptist Church
First United Methodist Church
Jones Family Chiropractic
MEA Medical Clinic, Nissan Dr.
Merit Health Madison (hospital)
Merit Health Medical Group Madison
County Orthopedics
Merith Health Madison - ENT
The Canton Convention and Visitors Bureau

CLINTON: 25 STOPS

Alford Family Dentistry
Baptist Healthplex Mississippi College
Brick Street Pops
Brookdale Clinton
Clinton Chamber of Commerce
Cups
DaySpring Community Church
First Baptist Church
First United Methodist Church
Jillian's Salon
Leland Speed Library
Main Street Clinton
Merit Health Medical Group Primary Care Clinton
Morrison Heights Baptist Church
Nebletts Frames
Parkway Baptist Church
Pineview Baptist Church
RTS Campus Christian Bookstore
Salsa's
Shipley Do-Nuts
The Counseling Center at RTS
The Froghead Grill
The Olive Branch
Wildwood Baptist Church
YMCA

FLOWOOD/LAKELAND DRIVE: 41 STOPS

Capital Ortho
Children's Medical Group
Dr. George May Oral Surgery
Dr. Phillip Ley
East Lakeland OB/GYN
Elite Wellness for Women
EyeCare Professionals (Jackson)
GI Associates & Endoscopy Center
Jackson Ear Clinic
Jackson Healthcare for Women
Merit Health Medical Group
Merit Health Medical Group - 4th floor waiting area
Merit Health Medical Group - Cardiovascular Care Flowood
Merit Health Medical Group - Pediatrics
Merit Health Medical Group Infectious Disease Flowood
Merit Health River Oaks (hospital)
Merit Health River Oaks, 2nd floor surgery
Merit Health River Oaks, 2nd floor waiting area
Merit Health Weight Loss
Merit Health Woman's Hospital
Methodist Rehabilitation Center
Milling Pediatric Dentistry
Mississippi Asthma & Allergy Clinic
Mississippi Asthma & Allergy Clinic (shots)
Mississippi Ear, Nose & Throat Surgical Associates
Mississippi Vision Correction Center
MS Reproductive Medicine
NewSouth NeuroSpine
Primos Café
Runnels & North Outpatient Plastic Surgery Center
Southern Women's Health
St. Dominic's Family Medicine
The Children's Clinic
The Face & Body Center, 2nd floor
The Face & Body Center, surgery waiting room
The Strength Center
Tramel and Brown Dentistry
UMMC Women's Specialty Care at Mirror Lake
William G. Bush MD
Women's Health Associates
Wright & Ferguson Funeral Home

GLUCKSTADT/MADISON/RIDGELAND: 87 STOPS

Action Chiropractic Clinic
BankFirst, Madison
Baptist Medical Clinic, Madison
Baptist Medical Group - Madison Physical Therapy
Baptist Medical Group - Madison Specialty Care
Broadmoor Baptist Church
Burgers Blues Barbecue, Madison
Capitol Body Shop of Ridgeland
Capitol Ortho
CC's Coffee House
Children's Medical Group, Madison
Chip Johnson Income Tax Services
Christ Covenant School
Christ Covenant School, preschool
Club4Fitness, Madison
Club4Fitness, Ridgeland
Colonial Heights Baptist Church
Crossroads Counseling, Ridgeland
Cups, Madison
Doe's Eat Place of Ridgeland
Fat Tuesday's
First Baptist Church, Madison
First United Methodist Church, Ridgeland
Fit Revival Studio
Freshway Produce
Fusion Coffeehouse
GI Associates & Endoscopy Center
Highlands Presbyterian Church
Holy Trinity Anglican Church
HomeCare Plus Medical
Ice and Vice
Interior Spaces, Madison
J. Olive Co.
Jackson Eye Associates, Madison
Jackson Heart, Madison
Juniker Jewelry
Kinkade's Fine Clothing
Kyle Wynn & Associates
Lifeworks Counseling
Livingston Mercantile
Madison Fireplace & Patio
Madison Healthplex Performance Center
Madison Heights Church, PCA
Madison the City Economic Development

Madison United Methodist Church
Magnolia Lighting
Magnolia Medical Clinics, Madison
Maley Swim School
Mama Hamil's
MEA Primary Care Plus, Madison
MEA Ridgeland Primary Care Plus
MEA, Madison
Merit Health Medical Group, Madison
mindCARES
Mississippi Premier Plastic Surgery
Nebletts Frames, Ridgeland
NewCare MD, Madison
Newk's, Lake Harbour Dr.
Newk's, The Township
Oral and Maxillofacial Surgery Associates
Oral and Maxillofacial Surgery Center of Mississippi
Pear Orchard Presbyterian Church
Performance Weight Loss
Persnickety
Primos Café, Madison
Primos Café, Ridgeland
Ridgecrest Baptist Church
Ridgeland Chamber of Commerce
Ridgeland Place
Ridgeland Tourism Commission
Smoothie King, Madison
Soulshine
St. Catherine's Village
St. Matthew's United Methodist Church
SummerHouse Beau Ridge
Sunnybrook Estates
The Blake at Township
The Club at The Township
The Orchard
The Waterford on Highland Colony
Trace Station shopping center
TrustCare, The Township
Venable Glass Services, Ridgeland
Wesley Biblical Seminary
Willard F. Bond Home
Word of Life Highland Colony

NORTH JACKSON: 66 STOPS

A Complete Flag Source
Baptist Medical Group - Northtown Primary Care
Beagle Bagel
Belhaven University, bookstore
Broad Street Bakery
Cade Chapel Missionary Baptist Church
Children's of Mississippi (Batson)
Christ United Methodist Church
Christ United Methodist Church, preschool
Corner Market (Fortification)
Corner Market (Maywood Mart)
Covenant Presbyterian Church
Cups, downtown (in Regions building)
Cups, Fondren
Daylight Donuts
Dr. Eugene Brown
Dr. John Buchanan General Dentistry
Eudora Welty Library
First Baptist Jackson
First Baptist Jackson Christian Life Center
First Presbyterian Day School
Fondren Church
Galloway United Methodist Church
Grace City Church
Greater Jackson Chamber Partnership
Health Plus Federal Credit Union
Hilton Jackson (County Line)
Hope House of Hospitality
Jackson Academy
Jackson Brace & Limb Company
Mars & Steel Awards
Matthews Chiropractic Clinic
MEA North Primary Care Plus
Meadowbrook Church of Christ

Mission Mississippi
Mississippi Baptist Medical Center (hospital), gift shop
Mississippi Baptist Medical Center: Medical Arts East
Mississippi Baptist Medical Center: The Colonnades (admissions)
Mississippi Baptist Medical Center: The Colonnades (lobby)
Mississippi College School of Law
Mississippi Sports Medicine
New Directions for Over 55
New Hope Baptist Church
Newk's
North State Animal & Bird Hospital
Odom's Eye Care
Paul Moak Honda
Preston Derivaux - State Farm Insurance
Revell Ace Hardware
Riverwood Bible Church
Saltine
Select Specialty Hospital
Smook Salon
Smoothie King, County Line
St. Dominic Hospital
St. Dominic Medical Mall
St. Dominic's Behavioral Health Services
St. Dominic's Cancer Center
The Bean
The Belhaven (1200 N. State St.)
The Book Rack
The Cline Centers, Fondren
Trustmark Lobby Express Café
University of Mississippi Medical Center (hospital)
Wells United Methodist Church
Willie Morris Library



PKG	PRINT	WEB ADS	EMAIL ADS	1x	3x	6x	12x
1	Full Page	1 month	4	\$1,645	\$1,440	\$1,370	\$1,230
2	1/2 page horizontal	15 days	3	950	900	860	780
	1/2 page vertical	15 days	3	950	900	860	780
3	1/3 page horizontal	10 days	2	700	675	650	575
	1/3 page vertical	10 days	2	700	675	650	575
4	1/4 page	7 days	2	690	665	645	565
5	1/6 page	5 days	1	390	360	310	275
6	1 page article submission*	1 month	4	1,750	1,500	1,400	1,300
7	2 page article submission*	1 month	4	2,500	2,250	2,150	2,000

UPGRADES	PER
Inside front cover	\$400
Page 3	400
Inside back cover	250
Back Cover <small>(unavailable until further notice)</small>	450
Email ad	50
30-day website ad	250

All rates are monthly NET pricing. A 30-day notice is required for cancellation.

**Content must align with MCL's mission to point people to Christ and make their lives better, and must be approved by our editorial team. MCL reserves the right to make edits for grammar, clarity and length. MCL will check with advertiser before making substantial edits.*

Place a full page ad in any edition of MCL, and receive a post on our Facebook and Instagram pages!

Ask your ad rep for details.



JANUARY: Health & Wellness

Space: Friday, Dec. 15 | Artwork: Monday, Dec. 18 | Publication: Friday, Dec. 29



FEBRUARY: Money & Stewardship

Space: Friday, Jan. 19 | Artwork: Wednesday, Jan. 24 | Publication: Friday, Feb. 2



MARCH: Christian Leaders of the Future Scholarship

Space: Friday, Feb. 16 | Artwork: Wednesday, Feb. 21 | Publication: Friday, March 1



APRIL: Seasons of Growth & Change

Space: Friday, March 15 | Artwork: Wednesday, March 20 | Publication: Friday, March 29



MAY: The Women's Issue

Space: Friday, April 19 | Artwork: Wednesday, April 24 | Publication: Friday, May 3



JUNE: The Men's Issue

Space: Friday, May 17 | Artwork: Wednesday, May 22 | Publication: Friday, May 31



JULY: The Marriage Issue

Space: Friday, June 14 | Artwork: Wednesday, June 19 | Publication: Friday, June 28



AUGUST: The Education Issue

Space: Friday, July 19 | Artwork: Wednesday, July 24 | Publication: Friday, August 2



SEPTEMBER: Faith & Mental Health

Space: Friday, Aug. 16 | Artwork: Wednesday, Aug. 21 | Publication: Friday, Aug. 30



OCTOBER: The Community Impact Issue

Space: Friday, Sept. 13 | Artwork: Wednesday, Sept. 18 | Publication: Friday, Sept. 27



NOVEMBER: Counting Blessings

Space: Friday, Oct. 18 | Artwork: Wednesday, Oct. 23 | Publication: Friday, Nov. 1



DECEMBER: Christian Leaders of the Year

Space: Friday, Nov. 15 | Artwork: Wednesday, Nov. 20 | Publication: Friday, Nov. 29