

# Stages<sup>®</sup>

## MISSISSIPPI

*A style magazine for every stage of home living.*

**S** *Stages Mississippi* is a bi-monthly publication that debuted in the Jackson area on October 28, 2008 with it's November/December issue.

*Stages Mississippi* has become the most talked about and collected shelter magazine. *Stages Mississippi* is a “style magazine for every stage of home living” and is the only shelter magazine exclusive to Mississippi. Each issue features the well decorated and stylish homes of the people who are the very fabric of the community. Along with beautiful photographs captured by a variety of Mississippi photographers, *Stages Mississippi* has articles written by local experts in fields such as landscaping, decorating, banking, and real estate.

One of the purposes of *Stages Mississippi* is to build the reader's own home remodel resource library. *Stages Mississippi* is printed on high quality glossy stock which will be viewed as if for the first time years down the road when the reader is referencing or preparing for a home project.

Both consumers and advertisers enjoy the wide appeal of *Stages Mississippi*. *Stages Mississippi* serves as a venue for local businesses to position themselves as experts and the ‘place to shop’ in every stage of home living.

*Stages Mississippi* is distributed free of charge six times per year in over 150 locations including racks placed strategically throughout Mississippi including the Jackson Metro area, Oxford, Starkville, Hattiesburg, Brookhaven, Magee, Mendenhall, the Mississippi Delta, and the Mississippi Gulf Coast.

Readers can find *Stages Mississippi* in physicians and dentists offices, hospitals, restaurants, coffee shops, and other gathering spots. In addition, *Stages Mississippi* is offered through subscription. Currently, through subscriptions *Stages Mississippi* can be found in 58 towns in Mississippi and 15 different states.

The demographic of the reader of *Stages Mississippi* is Adults 25-65. Based on distribution and social media the readership is estimated at 60,000.