

**For up-to-date information, please contact the sales representative(s) listed below**

<b>Y'all Magazine</b>	
Jan/Feb ; Mar/April; May/June; July/Aug; Sep/Oct; Nov/Dec www.yall.com	
Y'all is the Magazine of Southern People®. Its unprecedented editorial mix of music, sports, movies, politics and more captures today's Southern spirit. Celebrities and extraordinary ordinary Southerners remind us of the beauty, pride, uniqueness and warmth of the South and its personalities. Y'all Magazine offers STS members an affordable, exciting option for their advertising budget. Dixie Destination is one of the many travel-friendly features found in Y'all.	
<b>50% For STS Members</b>	
<b>Rates</b>	Gross
	2-P spread \$4,995; Back Cover \$4,895;
	Inside Front\$4,195; Inside Back \$3,595;
<b>Added Value</b>	<ul style="list-style-type: none"> <li>• Y'all Magazine offers a special discount rate of 50% off the national rate card to all STS members that request the discount. The discount excludes any other co-op rates that may apply.</li> <li>• Editorial opportunities, advertising on web space with hyperlink (www.yall.com), promotional copies offered to advertiser, distributed on select newsstands and to subscribers nationwide.</li> <li>• Y'all covers the South's 15 states and its 103 million people, just like Kudzu. The magazine is on-sale in the South at Wal-Mart, Kroger, Publix, Books-A-Million, Winn-Dixie, Borders, Barnes &amp; Noble, Piggly Wiggly and Food Lion.</li> </ul>
<b>Circulation</b>	55,000/ Readership 250,000+
<b>Demographics</b>	60% female, 40% male, ages 25-54
<b>Deadlines</b>	Jan/Feb Sp- 11/21/08 Mat- 11/28/08; Mar/April Sp- 1/16/09 Mat- 1/23/09; May/June Sp- 3/13/09 Mat- 03/20/09; July/Aug Sp- 5/8/09 Mat- 05/15/09; Sep/Oct Sp- 7/10/09 Mat- 7/17/09; Nov/Dec Sp- 9/11/09 Mat- 09/18/09
<b>Contact</b>	Keith Sisson 662-236-1928; 228-313-9920 keith@yall.com Jon Rawl 662-236-1928 jon@yall.com

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