

# Nfocus Magazine... at a glance

tastemakers volunteer activist intellectuals foodies art collectors

## Who is Nfocus?

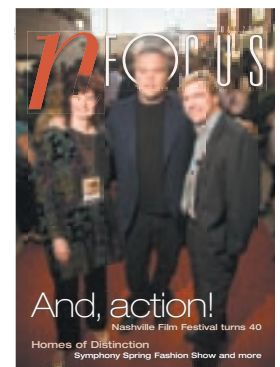
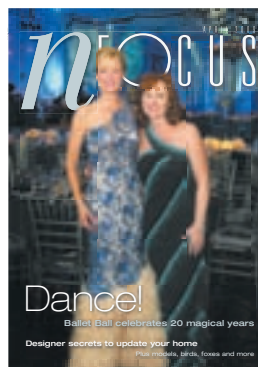
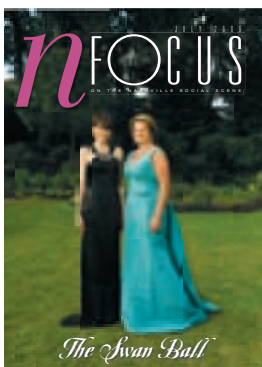
- *Nfocus* is Nashville's Premiere Society magazine that covers the most important charitable events and galas and certain culture important to its readers including wine, travel, fashion, and the arts.
- *Nfocus* was created by Nashville society insiders 16 years ago and we've remained the insider voice and have exclusive access to Nashville's more prominent masters and mavens and happenings.
- *Nfocus* is the best advertising vehicle to reach a certain discerning clientele and sphere of influence.

## What is Nfocus?

- *Nfocus* reaches 80,000 readers (Per Media Audit Jan/Feb 2009)
- *Nfocus* distributes 16,000 publications free to the public in choice restaurants, salons and spas, high-end boutiques and grocers.
- *Nfocus* is distributed once a month, usually the last Friday of the prior month.
- Distribution is geographically located in the West End corridor, Belle Meade, Green Hills, Brentwood and Franklin areas with some distribution in the Hendersonville area.

## Who reads Nfocus?

- Accelerera research from 2008 indicates the following Nfocus reader profile:
  - Average HHI of \$202,000
  - Almost 30% of the Nfocus readers HHI is greater than \$300,000 yearly.
  - 74% female readership.
  - Majority of readers are between the ages of 30-64.
  - 86% have at least 1 college degree.
  - 40% have more than 1 college degree.
  - 95% donate to non profits.
  - 91% consider themselves arts patrons.



wine enthusiasts fashionistas music lovers movers and shakers

To learn more about *Nfocus*, *The Season*—Nashville Social Calendar, our special guides or events created by *Nfocus* allowing for sponsorship opportunities, please call Mike Smith at 615-844-9238 or your *Nfocus* or *Scene* account executive