



*Your trusted, local news source
from the heart of the Harpeth.*

KINGSTON
SPRINGS
—
GAZETTE

Advertising Packages 2025

*Founded in June 2023, the Kingston Springs Gazette is **South Cheatham's only hyper-local news and culture publication.***



In 2024, the Gazette published 230 stories and had **20,000 readers** – nearly **10,000 of which were returning** visitors. That number proves our coverage expands beyond South Cheatham to those in surrounding communities, including Nashville, Dickson, White Bluff, Fairview, Ashland City and more. With a **social media reach of more than 70,000** people last year, the Gazette's annual **digital reach is 91,000** – making our **average monthly reach across all our platforms just under 8,000 people**, nearly double the South Cheatham population.

Audience & Demographics

Unparalleled local reach in the heart of the Harpeth

29,100+
PAGEVIEWS IN 2024

20,000+
UNIQUE VISITORS IN 2024

Who reads the Kingston Springs Gazette?

The typical Kingston Springs Gazette reader is a middle-aged resident living in Kingston Springs, Pegram, or Nashville, per Google Analytics. But we also reach a wide range of South Cheatham locals, including newcomers, local government officials and generational families.

68%
AGES 35-64

43%
IN SOUTH CHEATHAM

48%
OF DIGITAL
TRAFFIC FROM
FACEBOOK

Social Connection

1,600+

FANS @ FACEBOOK.COM/KSGAZETTE

500+

INSTAGRAM FOLLOWERS
@KSGAZETTE

400+

NEWSLETTER SUBSCRIBERS

Options Tailored to Your Goals



Build your brand and maintain awareness

WEBSITE ADVERTISING

Specs

- Skyscraper: 160x600px, appears on sidebar of ksgazette.com home
- Banner: 728x90px, appears horizontally on top, bottom and in between sections of ksgazette.com home. **Limited availability**
- Get noticed by our 3,000+ monthly readers

Pricing

Skyscraper	\$30/edition
Banner	\$30/edition



Promote your brand directly to loyal readers

NEWSLETTER ADVERTISING

Specs

- Published every other week- **limited availability**
- Includes graphical rectangle ad between stories (300x250px)
- Talk directly to our loyal readers: Nearly 500 newsletter subscribers with a 65% open rate and a 22% click rate

Pricing

Newsletter inclusion	\$70/edition
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Inform, promote and drive actions

PROMOTED SOCIAL POST

Specs

- FB post + IG story (1080x1920px)
- Leverage our social network of more than 2,000 locals by letting us advertise your event, sale, business and more. Our monthly views exceed 75,000.

Pricing

FB post + IG story	\$40/post
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Drive traffic and name recognition

BUSINESS FEATURE

Specs

- Includes Promoted Social Post package
- Have a permanent feature on our Small Business page, social media promotion and a newsletter inclusion for a reach of up to 8,000 locals each month.

Pricing

Article	\$140/edition
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Skyscraper - 160x600px

Appears on sidebar of homepage

Banner - 728x90px

Appears horizontally on homepage



Available Discount: Receive 10% off website advertising when you secure 2 or more editions.

*Editions and pricing are every other week.

Follow the specs and design the ad yourself, or pay an additional \$50 for our team to do the work for you.

All website and newsletter ads are due by 5 p.m. the Thursday before the latest edition goes live.

Banner (728x90)



News



Girls soccer scholarship established at HHS t...

The Harpeth Benevolence Association has created a \$500 scholarship in honor of one o...



Cheatham County reopens local history museum in bigger...

The Cheatham County Historical and Genealogical Association reopened its...



Library Board will launch 'Literacy Initiative Program' t...

The Cheatham County Library Board approved a resolution stating that it "supports the...



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