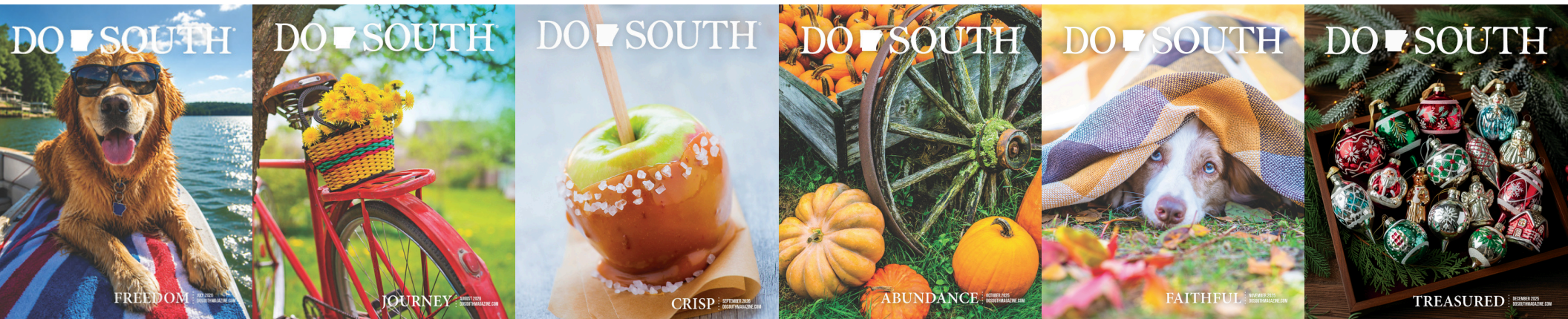


DO SOUTH®

2027 ADVERTISING & MARKETING PLANNER

Trusted Storytelling. Meaningful Connections.



2

Do South Magazine

MORE THAN A MAGAZINE

Since 2010, Do South® has connected businesses with engaged readers through trusted storytelling, thoughtful design and meaningful community connections. While our pages celebrate the people, places and experiences that make Arkansas unique, our purpose has always extended beyond publishing a magazine.

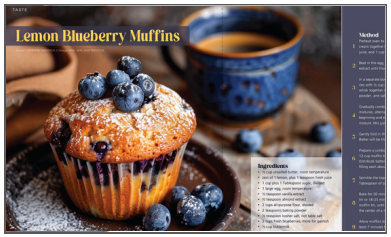
We believe successful marketing isn't built on one advertisement—it's built through consistent visibility, trusted storytelling and meaningful connections. That's why we work with businesses to develop advertising plans that align with their goals, budget and timeline, creating a year-round presence that keeps them connected with the audiences they want to reach.

Whether you're introducing your business to a new audience, launching a new service, celebrating a milestone or simply staying visible throughout the year, we're here to help you make every advertising dollar work harder.

WHY BUSINESSES PARTNER WITH DO SOUTH

- Premium quality at rates designed for long-term success
- Professional ad design included at no additional charge
- Print, digital & social media exposure
- Special guides & editorial opportunities that build credibility
- Trusted by readers & valued by businesses since 2010

"The strongest brands aren't built through one great advertisement. They're built through consistency, trust and meaningful connections over time."
— Catherine Frederick, Founder/Publisher, Do South Magazine











3

Do South Magazine

BY THE NUMBERS

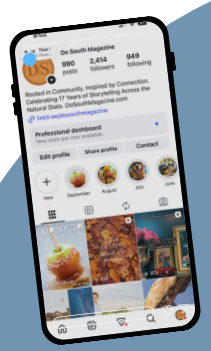
"Do South doesn't just tell stories, it celebrates the people and businesses that make Arkansas shine."

— Kevin Mays, John Mays Jewelers

17-year advertising partner

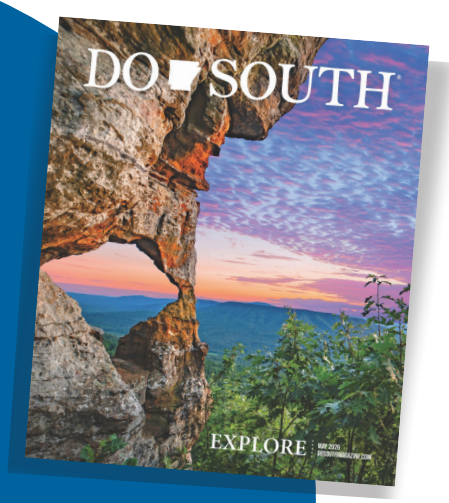
15K+

SOCIAL MEDIA FOLLOWERS & GROWING



400K

MONTHLY VIEWS & ENGAGEMENTS ACROSS PLATFORMS



40K

ESTIMATED MONTHLY PRINT READERS

250+

DISTRIBUTION LOCATIONS

River Valley Saturation



15K+

DIGITAL + WEB USERS

"We landed another million-dollar client thanks to Do South. It's the best ad dollars we have spent."

— Melanie Radcliff, CPA/PFS

Old Fort Wealth Management

Hack Your Tax

3-year advertising partner

**As of 11/2026*

4300 Rogers Avenue, Suite 20, PMB 110, Fort Smith, Arkansas 72903 | dosouthmagazine.com | 479.782.1500

4

Advertising Rates

STANDARD ROP (RATES ARE NET, PER MONTH)

(consecutive insertions)

STANDARD	1x	3x *save 10%*	6x *save 15%*	12x *save 25%*
Full Page	$1,460	$1,365	$1,290	$1,150
1/2 Page	$845	$780	$740	$635
1/4 Page	$515	$450	$415	$385
1/6 Page	$415	$385	$360	$295

PREMIUM (requires a 3-month minimum contract)

Back Cover	~~$1,590~~	SOLD
Inside Front	~~$1,590~~	SOLD
Inside Back	$1,520	
Page 1	~~$1,460~~	SOLD
Page 3, 5	$1,390	

Registered nonprofits and charitable organizations receive our 12X frequency rate, plus an additional 10% savings. Annual advertisers receive 50% off guide placements when added to their regular ad in the same month.

AD DESIGN FEES

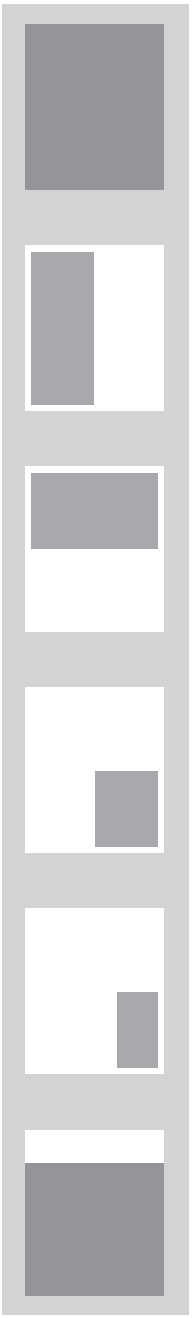
Complimentary ad design is included for advertisers who provide materials by the set deadline. Two rounds of revisions are included; additional revisions may incur a fee. Missed deadlines may result in a rush charge or the re-running of a previous ad. **Photography and graphics created by Do South® remain the property of Do South® and may not be reused without explicit permission from the publisher; usage fees may apply.**

ADDITIONAL SERVICES

If needed, additional creative support is available, including:

- Rush design
- Late submission processing
- Image sourcing and licensing
- Photography and photo editing

Rates vary by service and will be quoted upon request.



Full Page/ Inside Covers
Bleed:8.625" x10.25"
Trim: 8.375" x 10"
Live: 7.625" x 9.25"

Half Page
3.75" x 9.25"
(vertical)

Half Page
7.625" x 4.56"
(horizontal)

Quarter Page
3.75" x 4.56"

Sixth Page
2.45"x 4.56"
(vertical only)

Outside Back Cover
8.375" x 8"

FILE FORMATS & DESIGN

We accept press-ready PDFs or high-resolution JPGs prepared in CMYK at 300 dpi, with all fonts outlined and text set to 100% black. Ads must be sized to exact specifications and submitted without bleed or crop marks unless otherwise specified. We do not accept Canva or Microsoft Office files (including Word, Publisher, or PowerPoint). Complimentary design assistance available to advertisers who meet deadlines; missed deadlines or excessive revisions may incur fees. Email files to catherine@dosouthmagazine.com or use a service such as Dropbox for file transfer.

COLOR CONTROL

Please note that screen color and print color can differ due to variations in display settings, printers, and press processes. While every effort is made to ensure quality and consistency, Do South cannot guarantee exact color matching or registration across print runs.

BILLING & PAYMENT

Invoices are issued on the 1st of the month in which the ad appears. Payment terms are net 30. Accounts 60 days past due incur a 10% monthly penalty, compounding until paid. Accounts over 90 days will be referred for collection. Prepayment may be required for single ad placements. Advertising agencies are considered the primary client and are responsible for payment regardless of when their client remits funds. Advertisers agree to the jurisdiction of Sebastian County, Arkansas, for any billing-related disputes.

CONTRACTS, DEADLINES, PROOFING

Rate protection applies only to consecutive contracted insertions. If artwork is not submitted by the deadline, the previous ad will be rerun, and late materials may incur a fee. Cancellations are not accepted after the space reservation deadline, and early termination of a contracted schedule will be short rated to reflect the earned frequency. Advertisers are responsible for reviewing and approving final proofs; approval confirms that all information is accurate and print ready. Once approved, Do South® is not responsible for errors or omissions.

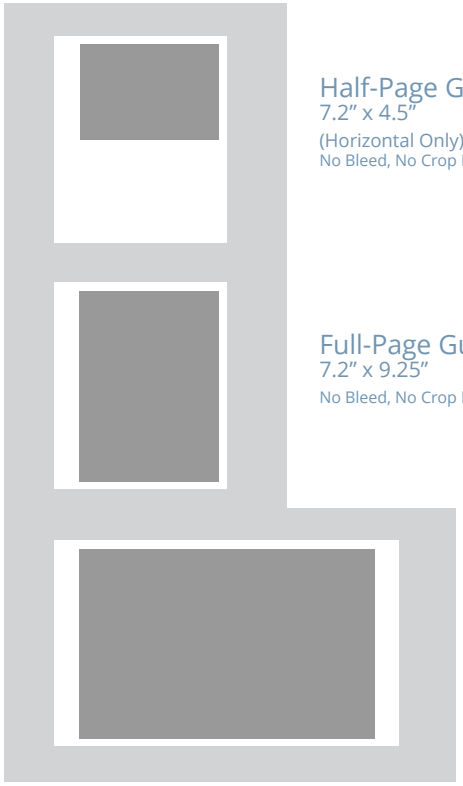
5 Focused Guides & Profiles

GUIDE RATES

Our Guides offer expert-driven insights and spotlight businesses across health, home, education, and more — giving advertisers a trusted, hyper-focused format to showcase their services.

Includes tailored added value aligned with the guide theme. *(minimum value $275; format varies by guide)*

Half Page	$550
Full Page	$880
Spread	$1,540



Half-Page Guide
7.2” x 4.5”
(Horizontal Only)
No Bleed, No Crop Marks

Full-Page Guide
7.2” x 9.25”
No Bleed, No Crop Marks

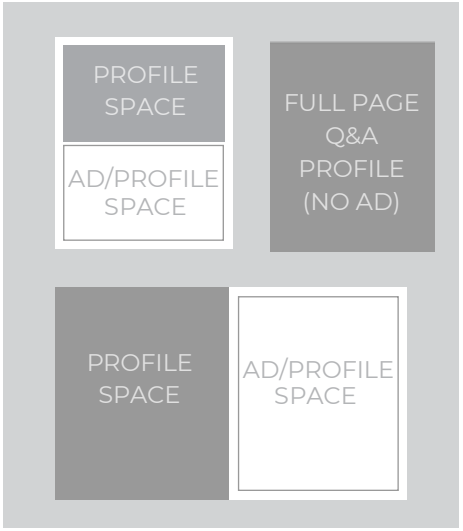
Spread
15.15”X 9.25”
No Bleed, No Crop Marks

PROFILE RATES

Our Profiles highlight the people and organizations shaping our community, from Women Who Lead and Men of Merit to Financial Front-Runners, Healthcare, The Arts, and more.

Includes professionally crafted editorial content equivalent to the contracted ad size, with the option to include a display ad or dedicate the full space to editorial. Certain profile categories follow alternate formats with defined layout options. *(value $845–$1,460; formats vary by category)*

Full Page	$845
Spread	$1,460



Full-Page Profile
Half-Page Ad
7.625” x 4.56”
(Horizontal Only)
No Bleed, No Crop Marks

PROFILE content may be equivalent to ad space or dedicated entirely to profile editorial. See Style Note below.

Spread Profile
Full-Page Ad
8.625” x 10”
Bleed: .125" on all sides

Document Size, Including Bleed: 8.625” x 10.25”
Inside Safe Zone: 7.625” x 9.25”
Include Bleed, No Crop Marks

PROFILE content equivalent to ad space, with the option to dedicate the full page to editorial depending on theme.

STYLE NOTE:
Some profiles are featured exclusively in a full-page Q&A format. Half-page profile/half-page ad layouts are not offered for these categories. Participants may choose either a full-page editorial profile only or a full-page editorial profile paired with a full-page display ad.

6

Partnerships & Opportunities

BEYOND DISPLAY ADVERTISING

Do South® offers editorial features, specialty guides, sponsorships, and community partnerships that help businesses build credibility, share their story, and connect with readers in authentic ways.

Editorial Features

Share your story through professionally written editorial features that educate, inspire and build trust with readers. Ideal for milestones, new services, leadership profiles, anniversaries and brand storytelling.

Ask the Experts

Our annual Ask the Experts Guide gives professionals across industries an opportunity to share their expertise through reader-focused Q&A features.

Expert Contributors

Share your professional knowledge through recurring, reader-focused editorial in Health, Kids & Family, Money, Home or Legal. Limited contributor opportunities combine expert editorial with an advertising partnership. See page 7 for details.

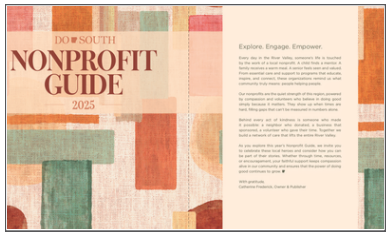
Community Partnerships

From our beloved 25 Days of Christmas Giveaway to seasonal campaigns and reader rewards, Do South® creates high-impact promotions that drive excitement and brand goodwill.
Includes logo placement and cross-platform promotion. Limited availability.

Guide & Profile Sponsorships

Maximize visibility within our most-read special sections, including Health & Wellness, Women Who Lead, Nonprofits and the Holiday Gift Guide. Sponsors receive premium placement, logo inclusion and optional digital extensions. Limited availability.











Expert Contributors

LOCAL EXPERTISE. PRACTICAL INSIGHT. TRUSTED VOICES.

Do South® brings trusted local voices to our readers through timely, informative content that offers insight, answers questions and provides practical guidance for everyday life.

Health: Wellness, Prevention, Healthcare

Practical information to help readers better understand their health, navigate healthcare decisions and make informed choices for their well-being.

Kids & Family: Parenting, Education, Development

Timely guidance on parenting, education, child development, learning, therapy and navigating the challenges families face.

Money: Finance, Planning, Protection

Straightforward insight on saving, investing, retirement, taxes, insurance, credit and planning for the future.

Home: Ownership, Maintenance, Improvement

Helpful guidance on buying, selling, maintaining, improving and protecting one of life's biggest investments.

Legal: Planning, Protection, Guidance

Clear information to help readers better understand common legal matters, important documents and ways to protect their interests.

HOW IT WORKS

Expert Contributors commit to three consecutive issues, with a minimum half-page ad placement in each issue at our preferred 12X rate. Contributors provide reader-focused editorial content, with topics and scope developed in partnership with our editor.

One contributor per category. Limited availability.











STANDARD ADVERTISING

Reach readers every month with standard display advertising placed throughout Do South alongside engaging editorial content. Because our issues are not built around a single theme, your message enjoys broad, issue-wide exposure. See page 4 for rates and specifications.

GUIDES

Our themed Guides connect readers with trusted local businesses, organizations and professionals in areas such as wellness, education, home, holiday shopping and more. Each Guide offers a focused environment designed to showcase your services and expertise. See page 5 for rates and specs.

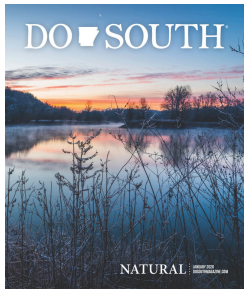
PROFILES

Our Profiles spotlight the people, professionals and organizations making an impact in our community. Participants may provide their own content or collaborate with our editorial team to create a professionally written and designed feature. See page 5 for rates and specs.

2027 Advertising Planning Calendar

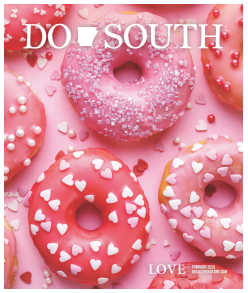
Reserve your space early for our most popular annual guides, profile features and seasonal advertising opportunities. Special features subject to change; placement confirmation required at booking.

JANUARY



IN THIS ISSUE
Guide: Health & Wellness
Profiles: Education
SPACE DUE: NOV. 16
MATERIALS DUE: DEC. 1
ART DUE: DEC. 8

FEBRUARY



IN THIS ISSUE
Guide: Weddings
Profiles: Women Who Lead
SPACE DUE: DEC. 22
MATERIALS DUE: JAN. 5
ART DUE: JAN. 12

MARCH



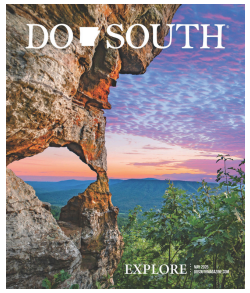
IN THIS ISSUE
Guide: Locally Owned
Profiles: River Valley's Leading Lawyers
SPACE DUE: JAN. 19
MATERIALS DUE: FEB. 2
ART DUE: FEB. 9

APRIL



IN THIS ISSUE
Guide: Mental Health
Profiles: Insurance Professionals
SPACE DUE: FEB. 16
MATERIALS DUE: MAR. 4
ART DUE: MAR. 11

MAY



IN THIS ISSUE
Guide: All About Kids
Profiles: Real Estate Professionals
SPACE DUE: MAR. 17
MATERIALS DUE: APR. 2
ART DUE: APR. 9

JUNE



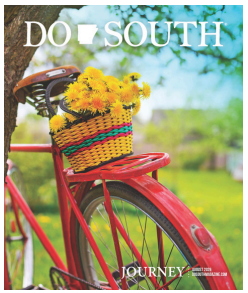
IN THIS ISSUE
Guides: House & Home and Beauty & Confidence
Profiles: Dental Professionals
SPACE DUE: APR. 20
MATERIALS DUE: MAY 4
ART DUE: MAY 11

JULY



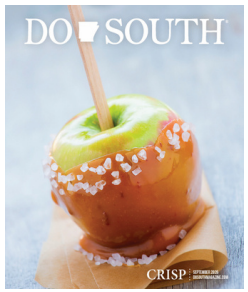
IN THIS ISSUE
Guide: Vets & Pets
Profiles: Kids' Therapy Professionals
SPACE DUE: MAY 18
MATERIALS DUE: JUNE 3
ART DUE: JUNE 10

AUGUST



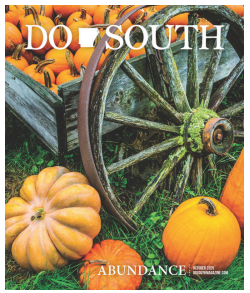
IN THIS ISSUE
Guide: Back to School
Profiles: Financial Professionals
SPACE DUE: JUNE 16
MATERIALS DUE: JUL. 2
ART DUE: JUL. 9

SEPTEMBER



IN THIS ISSUE
Guide: Ask the Experts
Profiles: Men of Merit
SPACE DUE: JULY 20
MATERIALS DUE: AUG. 4
ART DUE: AUG. 11

OCTOBER



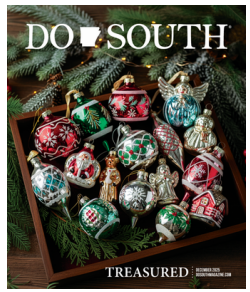
IN THIS ISSUE
Guide: Just for Women
Profiles: Outdoor Enthusiasts
SPACE DUE: AUG. 17
MATERIALS DUE: SEPT. 2
ART DUE: SEPT. 9

NOVEMBER



IN THIS ISSUE
Guide: Nonprofits
Profiles: Healthcare Professionals
SPACE DUE: SEPT. 21
MATERIALS DUE: OCT. 5
ART DUE: OCT.12

DECEMBER



IN THIS ISSUE
Guide: Holiday Gift
Profiles: The Arts
SPACE DUE: OCT. 19
MATERIALS DUE: NOV. 2
ART DUE: NOV. 9