

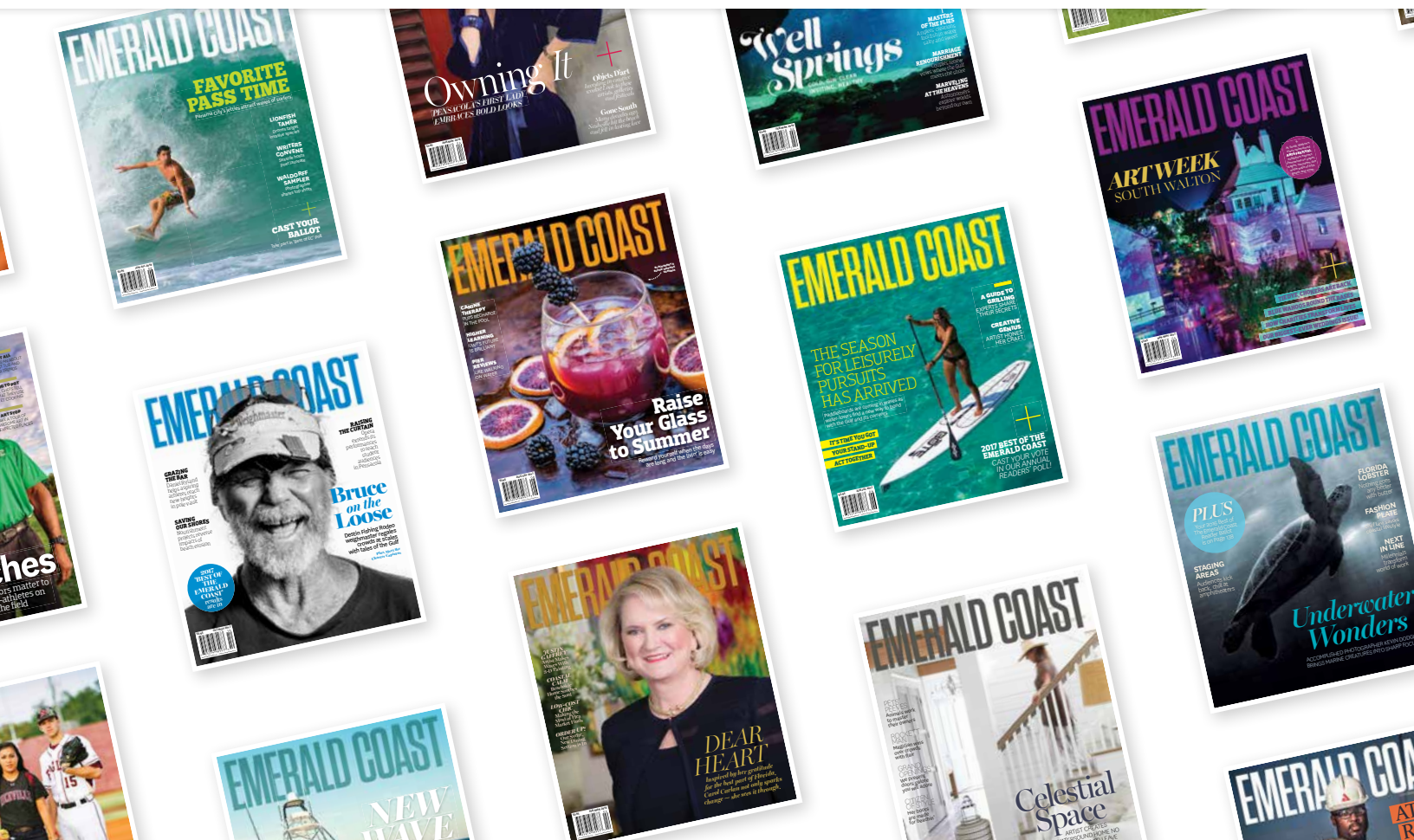


EMERALD COAST

m a g a z i n e

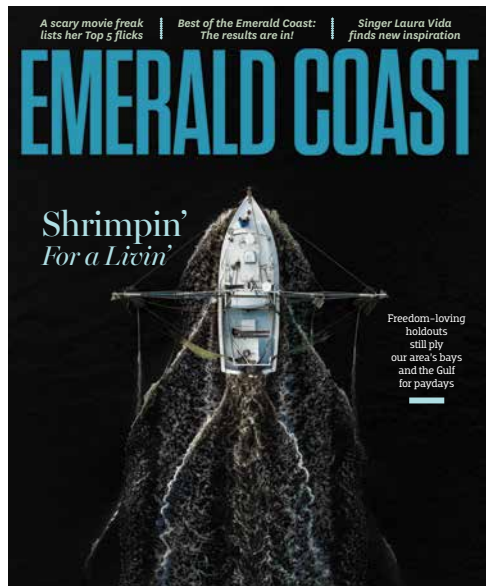
MEDIA KIT

2024-2025



Tap into Emerald Coast Magazine's Brand Footprint

One custom plan for you with many touch points



For over 25 years, *Emerald Coast Magazine* has connected its advertising partners to our readers through dynamic multimedia platforms. Whether you're interested in print, events, digital, social or special sections, *Emerald Coast Magazine* can customize a program to attract your desired audience and create an innovative campaign that aligns your brand with ours.

Emerald Coast Magazine has a verified and qualified distribution and circulation model where we guarantee we are reaching a vertical market of consumers with pre-qualified upper-class household income.

Emerald Coast Magazine has a reach of more than 4,300,474 impressions annually across our multimedia platforms. We connect our readers with the content they desire in every format that suits their lifestyle. They are loyal, engaged and influential.



PRINT

158,796

Annual Circulation
(bi-monthly)

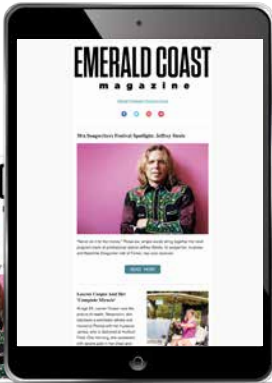
Direct mailed to select upper-income homes in Destin, Fort Walton Beach/Shalimar, Niceville/Bluewater Bay, Miramar Beach, Santa Rosa Beach, 30A, Pensacola, Panama City and Panama City Beach. Sold through subscriptions and on newsstands, including Barnes & Noble, Books-A-Million, local book stores and reaches thousands of tourists and visitors through our extended distribution model.

Reaches thousands of visitors/tourists through exclusive in-room hotel distribution at The Henderson, Oyster Bay Hotel, Sandpiper Vacation Rentals 30A and more.



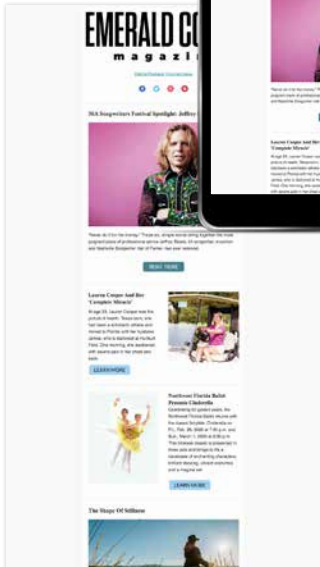
EVENTS

**Best of the Emerald Coast
Pinnacle Awards**
Exclusive issue Pop-Up Parties
**Community engagement and
sponsors of over 15 local events**



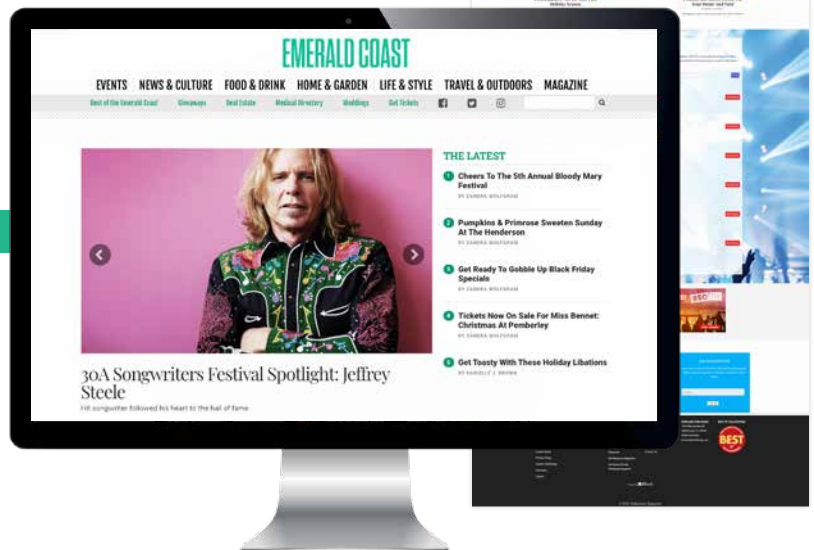
E NEWSLETTERS

137,435
Impressions
7,686
Subscribers



ONLINE

232,808
Annual Pageviews on
EmeraldCoastMagazine.com
37,315
Digital flipbook impressions



SOCIAL

3,734,120
Annual Impressions

f
2,478,465 Impressions
30,872 Engagements
3,939 Clicks
13,117 Fans
403,036 Impressions
11,070 Engagements
8,063 Followers



t
37,770 Impressions
812 Engagements
7,631 Followers
p
814,849 Engagements



Online Pricing

ONLINE ADS	
Online Ad (300 x 600)	\$1,595/month
Online Ad (Feature Gallery)	\$1,295/month
Online Ad (300 x 250)	\$1,100/month
Wallpaper	\$2,595/month
Pushdown	\$2,195/month
Sidekick	\$2,195/month
Top Ad Pushdown	\$2,195/month
Expandable	\$1,995/month
Header	\$1,595/month
Footer	\$1,595/month


DIGITAL VISIBILITY	
E-Newsletter	\$895/blast
Digital Sponsored Article	\$3,995/post

SOCIAL MEDIA	
Facebook Post	\$150/post
Twitter Post	\$80/post
Instagram Post	\$150/post
Pinterest Post	\$50/post
LinkedIn Post	\$35/post

NOTES	
Barn Door/Gate Fold/Centerfold/Insert/polybag (quote upon request)	
Other special positions: Add 15% for guarantee	
Click-through on digital magazine flipbook included.	

Print Pricing

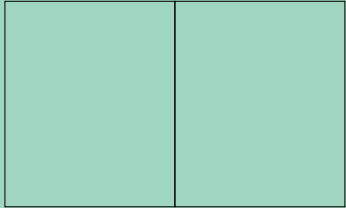
FULL COLOR (Per issue)	1X	4X	6X
Full page	\$2,715	\$2,515	\$2,315
1/2 page	\$1,735	\$1,645	\$1,515
1/4 page	\$965	\$935	\$845
1/8 page	\$535	\$515	\$485
PREFERRED POSITIONS (PER ISSUE)			6X
Cover/2-Page Gate Fold			\$7,005
Inside Front Cover/2-Page Spread			\$5,895
2nd Spread in Front Section			\$5,475
3rd Spread in Front Section			\$5,005
Inside Back Cover			\$2,865
Back Cover			\$3,275
Two Page Spread			\$4,075
Next to Table of Contents/Publisher or Editor Letter			\$2,645
Page 2			\$2,945
Page 3			\$3,005



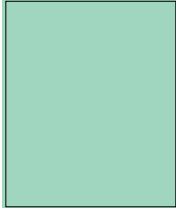
Best of the Emerald Coast event celebrates the community's best of the best as voted by our readers. The winners will be on display for an evening of food, fun and entertainment. Sample from the best restaurants, shopping and businesses on the Emerald Coast.

Brand your company with some of the most exclusive events the Emerald Coast has to offer through sponsorship opportunities. Take advantage of unique exposure for your brand or services through print, digital, social media, videography and event attendee experience. Additional information available upon request.

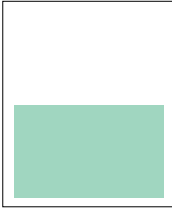
Presenting Sponsor (1)	\$20,000
Gold Level Sponsors (3)	\$15,000
Silver Level Sponsors (3)	\$10,000
Bronze Level Sponsors (3)	\$7,000
Supporting & Media Sponsors (4)	\$5,000



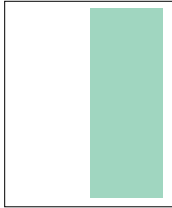
2 PAGE SPREAD
18" x 10.875" (TRIM SIZE)
18.25" x 11.125" (BLEED SIZE)
17.25" x 10" (LIVE AREA)



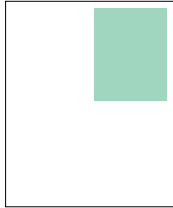
FULL PAGE
9" x 10.875" (TRIM SIZE)
9.25" x 11.125" (BLEED SIZE)
7.875" x 10" (LIVE AREA)



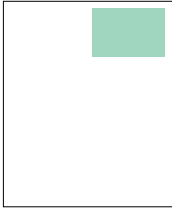
1/2 PAGE H
7.875" x 4.875"



1/2 PAGE V
3.8125" x 10"



1/4 PAGE
3.8125" x 4.875"



1/8 PAGE
3.8125" x 2.3125"

** Terms: Please submit payment via check mailed to P. O. Box 1837, Tallahassee, FL 32302 or visit Rowland.Apps.Maghub.com to pay with credit card. A convenience fee of 3% will be charged for card payment requests and 1% for ACH transactions if the invoice or payment is \$3,000 or more which will be billed on an additional invoice. A late fee of \$100 will apply for materials submitted after deadline; billed upon publication net 30 days; finance charge of 1.5% per month will apply to accounts not paying within billing terms.

Native Advertising Opportunity

Sponsored Content

Be a part of the club! Inquire to see if you qualify to take advantage of partnering with Emerald Coast Magazine through our native sponsored content campaigns. Our top writers and content creators curate a list of approved partners to participate in our content studio. This fully integrated content program leverages Emerald Coast Magazine's audience across all platforms.

Content Channels

Events

News & Culture

Food & Drink

Home & Garden

Life & Style

Travel & Outdoors

Included Elements:

Native sponsored content in *Emerald Coast Magazine*

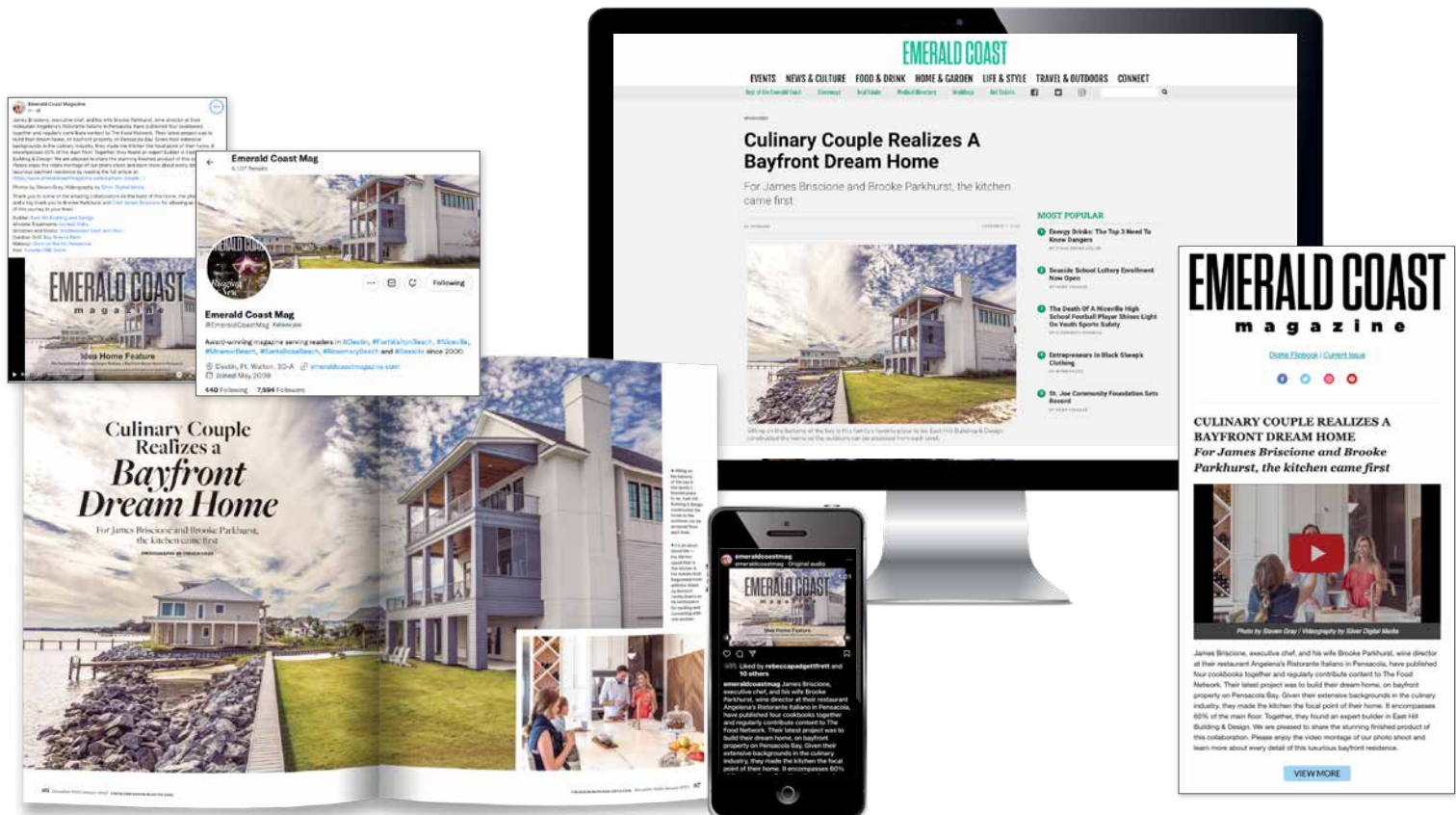
In-feed banner on EmeraldCoastMagazine.com

Dedicated domain on EmeraldCoastMagazine.com

Traffic Drivers/Impressions

E-blast inclusion

Social Media



Editorial Themes and Special Sections



FEBRUARY–MARCH	<p>HEALTH AND FITNESS</p> <p>Fitness trainers will always emphasize strength, conditioning and endurance, but for leading trainers along the Emerald Coast, “longevity” has also entered their vocabularies. How do they advise people to go about achieving long, robust, active lives? Plus, a look at the importance of healthy relationships with food.</p> <p>Special Advertising Sections: Women’s History Month</p>
APRIL–MAY	<p>ARTS/TRAVEL</p> <p>The lives of communities are enriched by the creative talents of artists, musicians, writers and stage performers. Organizations such as the Pensacola Little Theatre, the Cultural Arts Alliance of Walton County and the Bay Arts Alliance maintain and expand access to the arts via projects that transform cityscapes and events that welcome large crowds.</p> <p>Special Advertising Sections: Best of the Emerald Coast Ballot, Gift Guide</p>
JUNE–JULY	<p>EMTS</p> <p>We explore the challenges faced by emergency medical technicians every day of their work lives. Veteran EMTs talk about the rewards of the profession and newcomers describe what appeals to them about service as a first responder. Emerald Coast residents express gratitude for the differences EMTs made in their lives.</p> <p>Special Advertising Sections: Medical Profiles</p>
AUGUST–SEPTEMBER	<p>LITTLE THEATERS</p> <p>People love stage productions as evidenced by shows conducted throughout the Emerald Coast at venues including the Kaleidoscope Theatre, the Martin Theatre, the Rep in Seaside, the Emerald Coast Theater Company and the FWB Stagecrafters. What is involved in staging productions that rely heavily on volunteers?</p> <p>Special Advertising Sections: Professional Profiles</p>
OCTOBER–NOVEMBER	<p>ENVIRONMENTAL RESTORATION</p> <p>Along the Emerald Coast, private and corporate landowners are working to restore longleaf pine forests that once blanketed the Southeast. In bays and estuaries, oyster reefs are being built as a healthy way to armor shorelines. And efforts are being made to rid the area of invasive species that overtake native flora and fauna.</p> <p>Special Advertising Sections: Best of the Emerald Coast Winners</p>
DECEMBER–JANUARY	<p>HOLIDAYS</p> <p>For hundreds of years, winter holidays have served to bridge the chilly divide between harvest season and spring renewal. They have brought about enduring cultural celebrations and family traditions that revolve around prized possessions and treasured recipes. But that’s not to say that something new can’t be added. We offer ideas.</p> <p>Special Advertising Sections: Holiday Gift Guide, Legal Elite and Financial Planning</p>

What Our Partners Have to Say

“CONGRATULATIONS ON YOUR 20-YEAR MILESTONE. YOU HAVE HELPED US BUILD THE E.F. SAN JUAN BRAND, AND IN THE PROCESS, WE HAVE BUILT AN ENDURING PARTNERSHIP. BEST WISHES FOR CONTINUED SUCCESS.”

**EDWARD A. SAN JUAN
E. F. SAN JUAN, INC.
YOUNGSTOWN**

I am honored to say that ***Emerald Coast Magazine***, the Rowland Publishing team and Best of the Emerald Coast have been a part of my life since the day I started my career 12 years ago. I applaud this incredible organization for how much they’ve influenced our community over the last two decades and helped pioneer the magazine industry in the region.”

Marcia Hull
Mattie Kelly Arts Foundation
Destin

Emerald Coast Magazine has proven to be a successful vehicle for awareness and promotion of my clients. Through advertisements, editorials and digital awareness, my clients have seen a direct response from advertising. From selling the home they featured to an uptick in restaurant sales, Emerald Coast Magazine offers a detailed look into all things Emerald Coast.

Jessica Proffitt, President, Proffitt PR

“Each time Emerald Coast Magazine hits my mailbox, the best part is always taking in the cover. The diverse imagery and cool colors pull me in, but the slightly gritty feel is what reassures me that this edition, like all the ones before, will truly capture life on the Emerald Coast.”

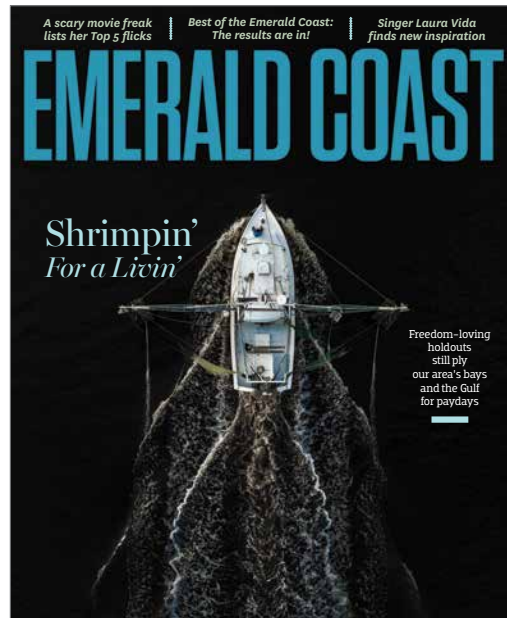
LESLIE MOLAND, WHITE-WILSON MEDICAL FOUNDATION, CHOCTAW BEACH

“

GOOD, LOCAL JOURNALISM IS CRUCIAL FOR ANY COMMUNITY, AND EMERALD COAST MAGAZINE AND ROWLAND PUBLISHING ARE TERRIFIC PARTNERS IN HELPING MAKE NORTHWEST FLORIDA THE VIBRANT, CARING COMMUNITY THAT WE LOVE.

David Demarest, St. Joe Hospitality, Panama City

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

