



CREATIVE. MEDIA. SOLUTIONS.™

NORTHWEST FLORIDA

# weddings

## DESCRIPTION & CONTENT

Northwest Florida Weddings Magazine is the premier resource for wedding planning for couples that are just as unique and beautiful as the region's landscape. From coast to city to country, we emphasize and spotlight the highest caliber service providers within the wedding industry. This publication is intended to assist anyone planning a wedding through informative and on-trend editorial, creatively curated layouts, stunning photography and our specialty showcase pages that feature wedding professionals. Through Northwest Florida Weddings Magazine's pages, we want to help each exceptional love story flourish.

## DEADLINES

Space and Ad Build .....January 15, 2020  
Electronic Ad .....February 5, 2020  
Distribution Date .....April 1, 2020

## CIRCULATION/DISTRIBUTION

### Direct Mail & Specific Targeted

Newly engaged individuals through inquiries **10,000**  
(estimated)

### Newstand Sales & Regional Wedding Expositions

**9,000**  
Birmingham, Atlanta, Tallahassee, Pensacola, Destin, Nashville, Panama City, Panama City Beach, Tampa and Additional Southeast locations TBD

Rowland Publishing has secured a vendor expo booth at each of these showcase wedding planning events. Our sales staff will host the booth to engage brides considering a destination wedding or honeymoon. Brides will be incentivized to register for a weekend getaway in Northwest Florida, and their email address will be secured for ongoing messages from RPI on behalf of the publication's strategic partnerships. Each registered bride will receive a custom bag with the magazine.

Extended Circulation **33,700**

**Total Print Circulation 52,700**



### Online Outreach

#### Digital Editions

The digital flipbook editions will be posted on the changing websites of Tallahassee and Emerald Coast magazines. The total yearly unique impressions are based on a current count.

Tallahassee Magazine

Emerald Coast Magazine

NWFL Wedding Magazine

tallahasseedowntown.com/say-i-do-downtown  
(for city section advertisers only)

**Total Unique Website Pageviews 908,221**

\* Historical pageviews from 2019

#### Social Media

Additional online outlets include Social Media sites Facebook, Twitter, Instagram, Pinterest, e-newsletters and Blogs

\*\* Expected Online Reach: April 2020-March 2021

**FOR INFORMATION OR TO RESERVE SPACE, CALL YOUR ACCOUNT REPRESENTATIVE**



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## EXTENDED CIRCULATION, MARKET PENETRATION & REACH

### 12 MONTH NEWSSTAND EXPOSURE

Northwest Florida Weddings will be available at Books-A-Million and Barnes & Noble bookstores across the South.



### PARTNERS PLACEMENT

The wedding magazine will be delivered to our partnership network throughout Northwest Florida for pick up by customer inquiries.

- Offices of Rowland Publishing Inc.
- Publication advertisers
- Resort and hotel wedding departments
- Wedding venues
- and more



### ONGOING SOCIAL MEDIA EXPOSURE



### VALUE ADDED

- With purchase of a 2-page spread:
  - 12 Instagram, 12 Twitter, 12 Pinterest, 6 Facebook
- With purchase of a full page:
  - 6 Instagram, 6 Twitter, 6 Pinterest, 3 Facebook
- With purchase of a 1/2 page:
  - 4 Instagram, 4 Twitter, 4 Pinterest, 2 Facebook
- With purchase of a 1/4 page:
  - 2 Instagram, 2 Twitter, 2 Pinterest, 1 Facebook

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