

Position Yourself on the Platforms Promoting the top leaders the 850 region has to offer!

One custom plan for you with many touch points



For more than 10 years, the award-winning *850 Business Magazine* has been capturing the essence of Northwest Florida's vibrant region to share with readers.

Northwest Florida is home to one of the state's brightest and most promising economies, influenced by emerging industries, global investments, eco-friendly enterprise, new real state offerings and leading-edge research and development.

850 is dedicated to telling the dynamic story of the region's exciting new role in state, national and international marketplaces. We do this through insightful features, in-depth spotlight stories on people, places and business and comprehensive articles on business trends and perspectives.

850 Magazine reaches more than 990,000 readers each month across multimedia platforms. We connect our readers with the content they desire and respect in every format that suits their lifestyle. They are loyal, engaged, and influential.

850 Magazine is direct-mailed to decision makers in Northwest Florida, top public and privately traded companies throughout the state of Florida, professional offices, government officials, civic leaders, local businesses and frequently visited reception and waiting rooms throughout the Northwest Florida region from Madison County to Escambia County and up to Thomas County.

The magazine is available by subscription, sold on newsstands, including Barnes & Noble, Books-A-Million and other local bookstores, and it reaches thousands of investors and developers through our extended distribution model and partnerships with the Economic Development agencies marketing Northwest Florida globally.



PRINT

55,640+

Annual Circulation
(quarterly publication)

850 MAGAZINE is the only magazine that has a verified and qualified distribution and circulation model where we guarantee we are reaching the vertical market of decision makers with an interest in Northwest Florida.

Reach more of your target market than ever before through our various web and social media channels as well as our email marketing.

By taking advantage of the competitive pricing we offer, you can reach this unique market of business owners and decision makers through print, email marketing, web, social media and more! All package elements provide exposure over a 12-month period.



EVENTS

Pinnacle Awards

Exclusive issue Pop-Up Parties

Community engagement and sponsors of over 10 local events including:

- Gulf Power Symposium
- Entrecon
- Civicon



BASE CIRCULATION/DISTRIBUTION

Direct Mail

12,580

Businesses and decision makers, CEOs of Top 225 Private and Top 125 Public Companies in Florida as well as state/local government and top Florida lobbyists and subscribers

Targeted distribution

600

Chamber and other community business events, advertisers, business relocation packages through the Chambers of Commerce and Economic Development Councils throughout the region

PDG allocation

80 copies

EDC/EDA Partnerships

500-1000

Full Circulation of 850 – The Business Magazine of Northwest Florida

13,680-14,180

SOCIAL

588,500+

Annual Impressions



370,700 Impressions

23,300 Engagements

3,000 Clicks

4,200 Fans



56,300+ Impressions

3,400+ Engagements

1,400+ Followers



161,400+ Impressions

2,200+ Engagement

2,900+ Followers



200+ Followers

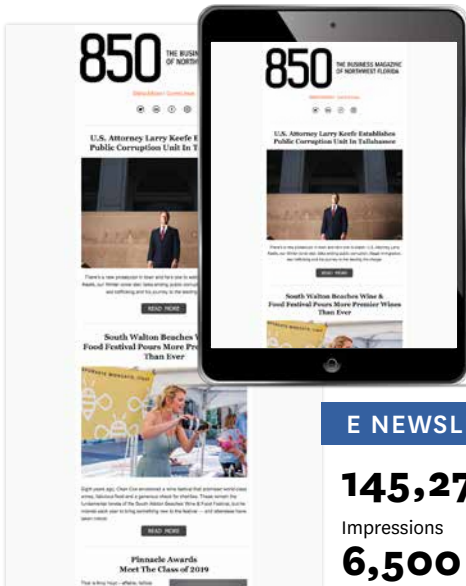
E NEWSLETTERS

145,272+

Impressions

6,500

Subscribers



ONLINE

125,000+

Annual Impressions on 850BusinessMagazine.com

25,000+

Digital Flipbook Impressions



Statistics above based on a 12-month period from Oct. 2018 to Oct. 2019.

850BUSINESSMAGAZINE.COM 3

Online Ads

ONLINE ADS

- Online Ad (300 x 600)
- Online Ad (Feature Gallery)
- Online Ad (300 x 250)
- Wallpaper
- Pushdown
- Sidekick
- Top Ad Pushdown
- Expandable
- Footer

DIGITAL VISIBILITY

- E-Newsletter
- Digital Sponsor Article

SOCIAL MEDIA

- Facebook Post
- Twitter Post
- Instagram Post
- Pinterest Post
- LinkedIn 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 Ads

FULL COLOR (Per issue)

- Full page
- 1/2 page
- 1/4 page

PREFERRED POSITIONS (PER ISSUE)

- Cover/2-Page Gate Fold
- Inside Front Cover/2-Page Spread
- 2nd Spread in Front Section
- 3rd Spread in Front Section
- Inside Back Cover
- Back Cover
- Two Page Spread
- Next to Table of Contents/Publisher or Editor Letter



850'S MOST SIGNIFICANT EVENT

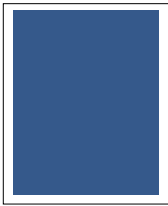
Brand your company through sponsorship opportunities with the most exclusive event the region has to offer: the Pinnacle Awards. Take advantage of unique exposure for your brand or services through print, digital, social media, videography and event attendee experience. Additional information is available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

They're moving forces in business and community: A-listers with A-plus personalities who face challenges head-on and are determined to make their world a better place. *850 Business Magazine* is proud to present the Pinnacle Awards—an honor designed to shine the spotlight on women in our region who have exceeded the high standards for themselves who are a moving force in private business and nonprofit organizations that help the needy and promote community interests. We ask our readers to nominate women they feel deserve the honor and present each woman with an award and bio in *850 Business Magazine*.

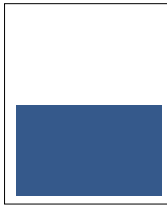
- Presenting Sponsor
- Gold Level Sponsors
- Silver Level Sponsors
- Bronze Level Sponsors
- Media Sponsors
- Supporting Sponsors



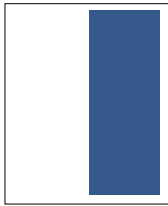
2 PAGE SPREAD
16.75" x 10.875"



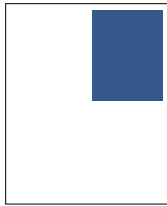
FULL PAGE
8.375" x 10.875"



1/2 PAGE H
7.25" x 4.875"



1/2 PAGE V
3.5" x 10"



1/4 PAGE
3.5" x 4.875"

** Terms: Recognized advertising agencies will be eligible for a 15% commission based on ad material and signed insertion order being submitted by deadlines. Late fee of \$100 will apply for materials submitted after deadline; billed upon publication net 30 days; finance charged of 1.5% per month will apply to accounts not paying within billing terms.

FOR INFORMATION OR TO RESERVE SPACE, CONTACT ADVERTISINGINQUIRIES@ROWLANDPUBLISHING.COM
1932 Miccosukee Road • Tallahassee, FL 32308 • 850.878.0554 • Fax 850.807.5037 • rowlandpublishing.com

Native Advertising Opportunity

Sponsored Content and Posts

Be a part of our content studio creations! Inquire to see if you qualify to take advantage of partnering with *850 Business 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 *850 Business Magazine's* audience across all platforms.

Content Channels

Legal

Technology

Finance/Accounting

Real Estate/Development

Management

Sales/Marketing

Human Resources

Operations

Included Elements

Native sponsored content in *850 Magazine*

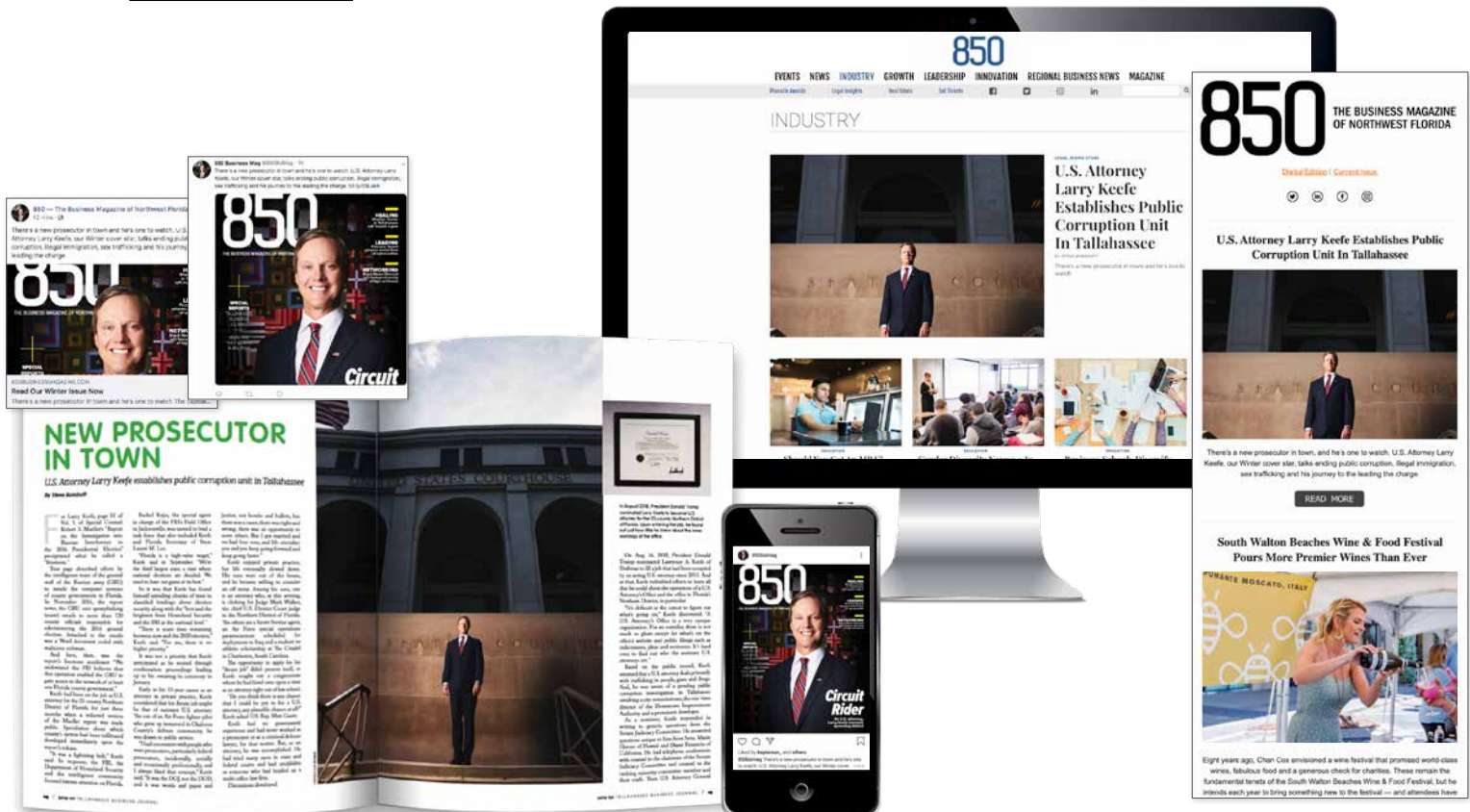
Infeed banner on 850BusinessMagazine.com

Dedicated domain on 850BusinessMagazine.com

Traffic Drivers/Impressions

E-blast inclusion

Social Media



Editorial Themes and Special Sections



<p>SPRING</p>	<p>The Military</p> <p>Military installations are sprinkled throughout the 850 zone. Each has a significant economic impact on the counties that play host to them. Are their futures secure? How are their missions likely to evolve? What new capabilities will the replacement facilities at Tyndall Air Force Base include? How do chambers of commerce and the installations interact? What are economic development alliances and private sector employers doing to attract highly skilled personnel as they exit the military? How have the bases affected the ascendancy of aerospace contracting as a growing economic component in the Panhandle?</p> <p>Special Sales Section: Escambia County Business Journal, Gadsden County Business Journal</p>
<p>SUMMER</p>	<p>Sustainability</p> <p>Northwest Florida's growing population will place added strains on natural resources and on public utilities and other essential systems. What changes and strategies will power and water suppliers employ to maintain the viability and reliability of systems? What role will alternative sources of energy play? What actions will be taken to conserve water and manage/reduce waste streams? How will businesses be affected by all of this?</p> <p>Special Sales Section: Santa Rosa Business Journal, Okaloosa/Walton County Business Journal</p>
<p>FALL</p>	<p>Trends in Higher Ed</p> <p>Not long ago, the percentage of students moving on to pursue degrees at four-year institutions was an important metric by which high schools and community colleges were measured. Times have changed. Today, the preferred measure is "attainment," the percentage of students who earn post-secondary certificates, associate's degrees or bachelor's degrees. Lots of students now are opting for certificate programs with high job-placement rates versus four-year programs. And increasingly businesses are shaping the courses and programs that schools offer. Curriculum delivery systems are changing. Does stand-and-deliver classroom instruction have a future?</p> <p>Special Sales Section: Bay County Business Journal, Professional Profiles</p>
<p>WINTER</p>	<p>What's Next?</p> <p>Advances in communication technologies, the arrival of new rounds of automation, and practical applications of robotics and artificial intelligence are all affecting workplaces and, frankly, where people go to find work and the skill sets sought by employers. What is the extent and effect of these disrupters? Who are the winners and losers? What opportunities are being created? What additional disrupters are on the horizon?</p> <p>Special Sales Section: Tallahassee Business Journal, MBA and Continued Education, Wakulla County Business Journal</p>

What Our Partners Have to Say

The 850 team are connectors. They bring the region together in a way nobody else can do. We have found this publication to be a target-rich environment for BowStern.”

Tom Derzypolski, President of Bowstern

For us, 850 Business Magazine’s readers match really well with who our ideal clients are. It covers our footprint of services almost exactly. We’ve got offices in Pensacola, Tallahassee and Mobile, Alabama therefore the magazine’s target audience aligns with who our target market is. It’s a well done and well written publication that is extremely professional. It’s one of a kind in our area. There’s no alternative for us when it comes to print and online publications in this region.”

Justin Beck, CEO of Beck Partners Commercial Real Estate

“Partnering with 850 Business Magazine has helped WSRE public television connect with our entire Northwest Florida viewing audience, from Pensacola to Destin.”

MARY RIKER, MARKETING & COMMUNICATIONS DIRECTOR, WSRE

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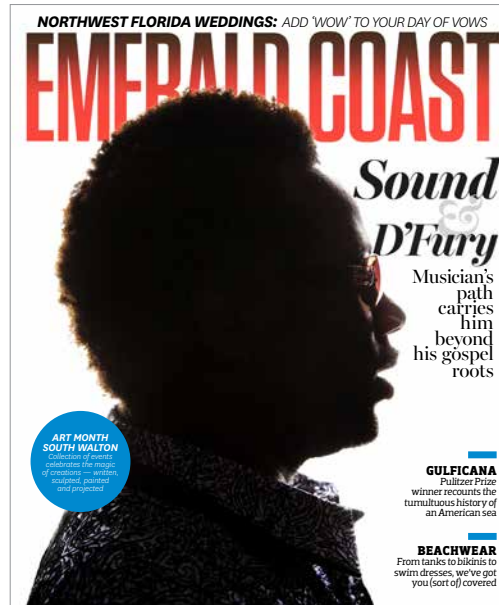
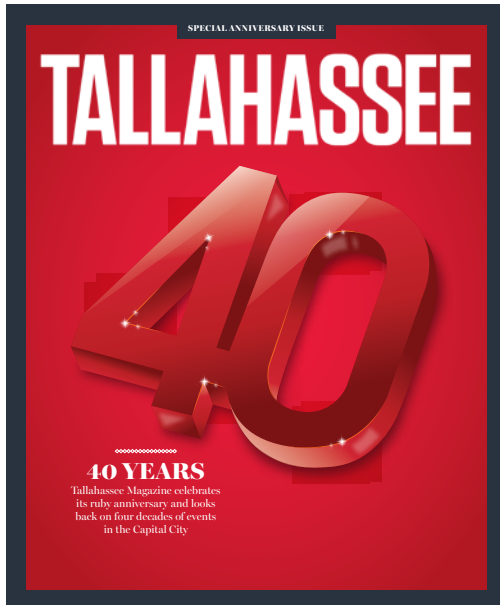
850 Business Magazine has proven to be a successful vehicle for awareness and promotion of my clients. Through advertisements, editorials and digital awareness, my clients have seen a direct response from advertising. From selling the home they featured to an uptick in restaurant sales, 850 Business Magazine offers a detailed look into all things emerald coast.

JESSICA PROFFITT, PRESIDENT, PROFFITT PR

“850 Business Magazine is the premier magazine that business leaders throughout Northwest Florida trust. It is where we get our information, information that we don’t see anywhere else, from Tallahassee to Santa Rosa County. It is the best way to spread our word and we do so by sending the magazine to site selectors so they can see the great things that are happening in Santa Rosa County. When these companies see the magazine, they know it’s something they can trust because it’s not just a sales piece, but a credible third party is saying these wonderful, informative statements about us.”

— SHANNON OGLETREE, DIRECTOR OF SANTA ROSA ECONOMIC DEVELOPMENT

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

