



EMERALD COAST

m a g a z i n e

MEDIA KIT



Tap into Emerald Coast Magazine's Brand Footprint

One custom plan for you with many touch points



For over 20 years, *Emerald Coast Magazine* connects 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 household income.

Emerald Coast Magazine has a reach of more than 1,448,900 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

158,800+

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 hotel distribution at The Henderson and more.



EVENTS

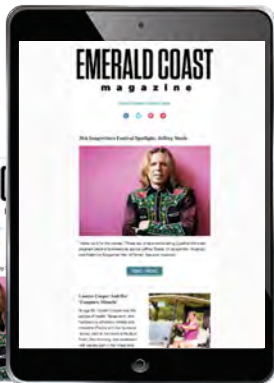
Best of the Emerald Coast

Best Pet

Top Seniors

Exclusive issue Pop-Up Parties

Community engagement and sponsors of over 15 local events



E NEWSLETTERS

111,400+

Annual Impressions

4,600+

Subscribers

ONLINE

197,000+

Annual Impressions on
EmeraldCoastMagazine.com

76,800+

Digital flipbook impressions

SOCIAL

1,101,800+

Annual Impressions



420,400+ Impressions

25,700+ Engagements

4,900+ Clicks

7,700+ Fans



345,500+ Impressions

11,800+ Engagements

5,200+ Followers



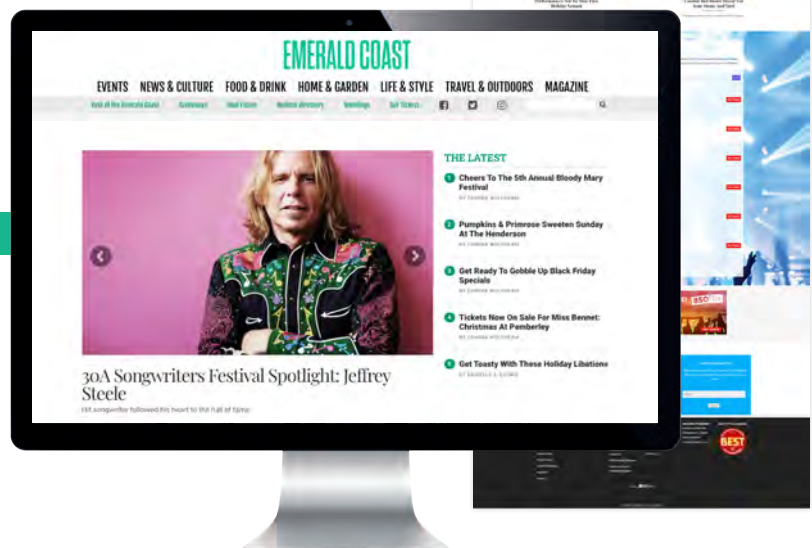
188,200 Impressions

1,800+ Engagement

7,000+ Followers



147,000+ Viewers



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

EMERALDCOASTMAGAZINE.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

1/8 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

Page 2

Page 3



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

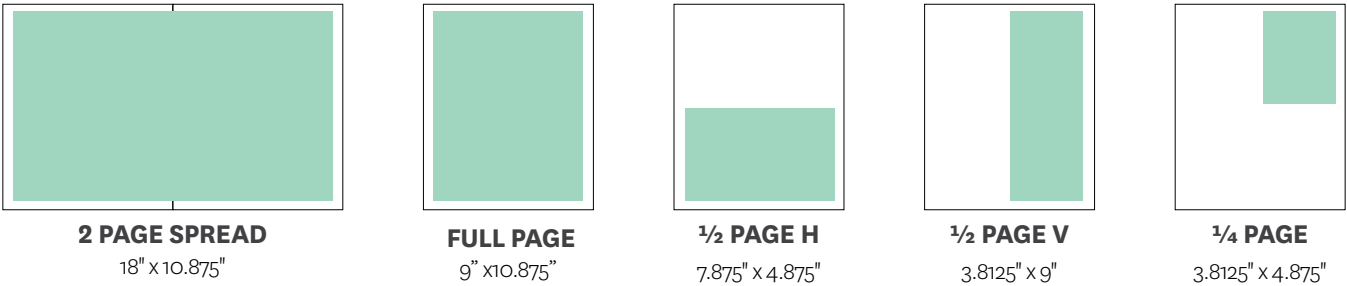
Gold Level Sponsors

Silver Level Sponsors

Bronze Level Sponsors

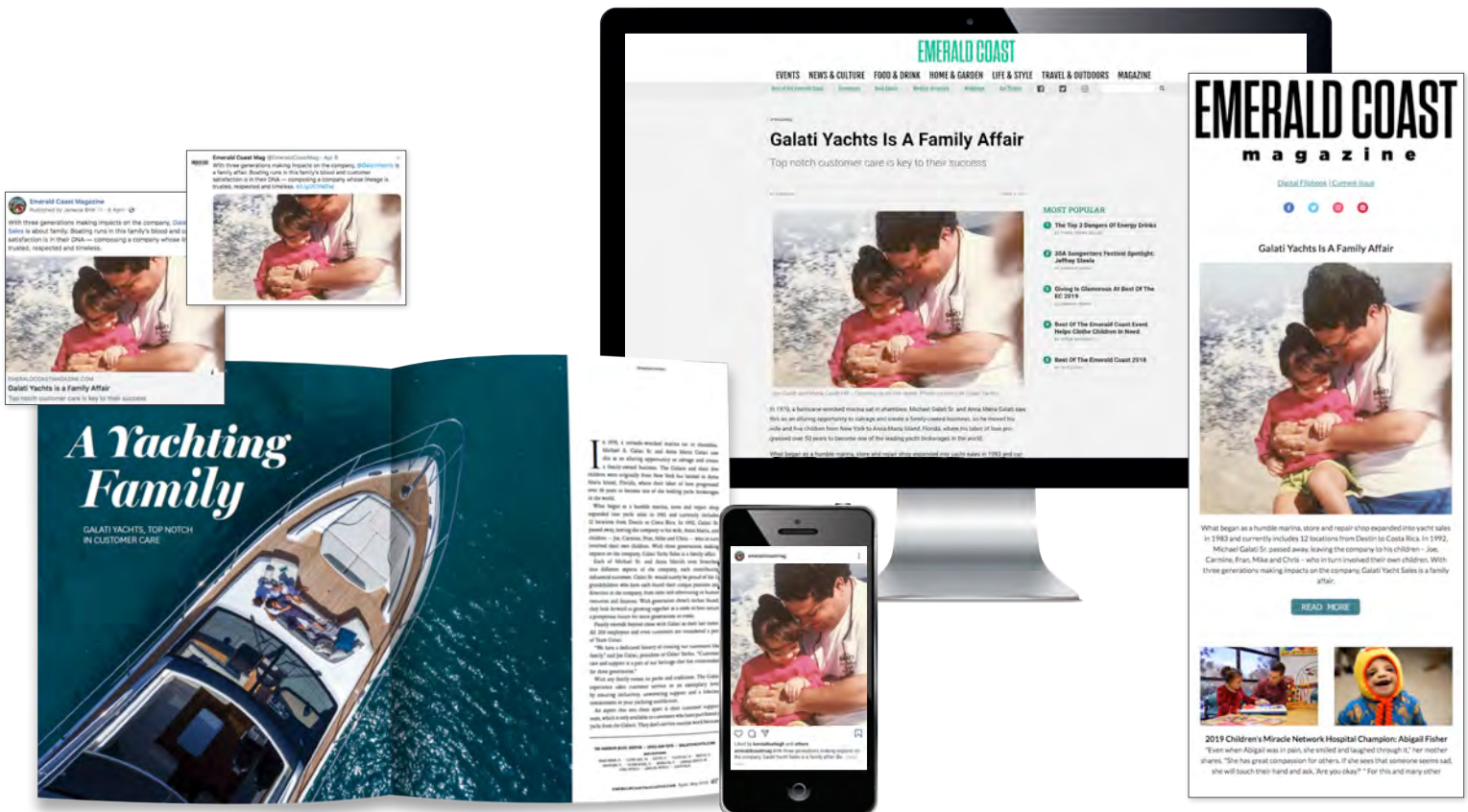
Media Sponsors

Supporting Sponsors



** 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
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Editorial Themes and Special Sections



FEBRUARY-MARCH	20TH ANNIVERSARY ISSUE Special Advertising Sections: Women's History Month
APRIL-MAY	THE ART OF LIVING ISSUE (ART, WINE, SPRING FESTIVALS) Special Advertising Sections: Medical Profiles, Spring Gift Guide
JUNE-JULY	THE FAMILY FUN ISSUE & TRAVEL ISSUE Special Advertising Sections: Best of the Emerald Coast Ballot
AUGUST-SEPTEMBER	THE GREEN ISSUE (OUTDOORS, SUSTAINABILITY, ENVIRONMENTAL, ECO-FRIENDLY) Special Advertising Sections: Professional Profiles, Weekend Getaways
OCTOBER-NOVEMBER	THE FOOD & FASHION ISSUE, BEST OF THE EMERALD COAST RESULTS, SHOP LOCAL Special Advertising Sections: Best of the Emerald Coast Winners
DECEMBER-JANUARY	THE HOLIDAY ISSUE/GIVING BACK/NEW YEAR/NEW YOU Special Advertising Sections: Holiday Gift Guide

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

“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.”

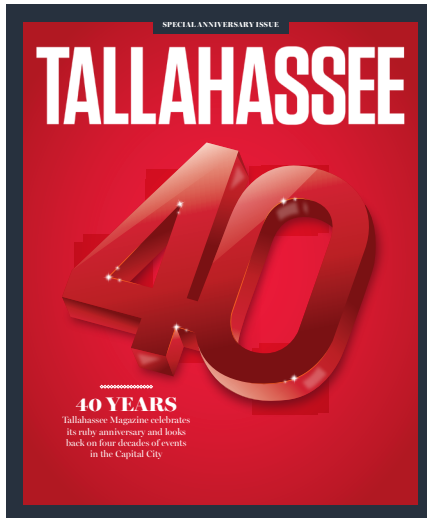
LESLIE MOLAND, WHITE-WILSON MEDICAL FOUNDATION, CHOCTAW BEACH

“

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, Visit South Walton, Santa Rosa Beach

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

