



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, 2021
Electronic Ad	February 5, 2021
Distribution Date	July, 2021



CIRCULATION/DISTRIBUTION

Direct Mail & Specific Targeted	
Newly engaged individuals through inquiries	10,000 (estimated)
Newsstand Sales & Regional Wedding Expositions	
Birmingham, Atlanta, Tallahassee, Pensacola, Destin, Nashville, Panama City, Panama City Beach, Tampa and Additional Southeast locations TBD.	9,000
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

CIRCULATION/DISTRIBUTION

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

Partners Placement

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

DEADLINES

Ad Closing/Materials Deadline	Aug. 24, 2020
2020 Distribution Date	Nov./Dec. 2020

NET RATES

2-page Spread
Full-page
½-page
¼-page

VALUE ADDED

With the purchase of a 2-page spread:
12 Instagram, 12 Twitter, 12 Pinterest, 6 Facebook

With the purchase of a full-page:
6 Instagram, 6 Twitter, 6 Pinterest, 3 Facebook

With the purchase of a 1/2-page:
4 Instagram, 4 Twitter, 4 Pinterest, 2 Facebook

With the purchase of a 1/2-page:
2 Instagram, 2 Twitter, 2 Pinterest, 1 Facebook

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.

- 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 EXECUTIVE

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