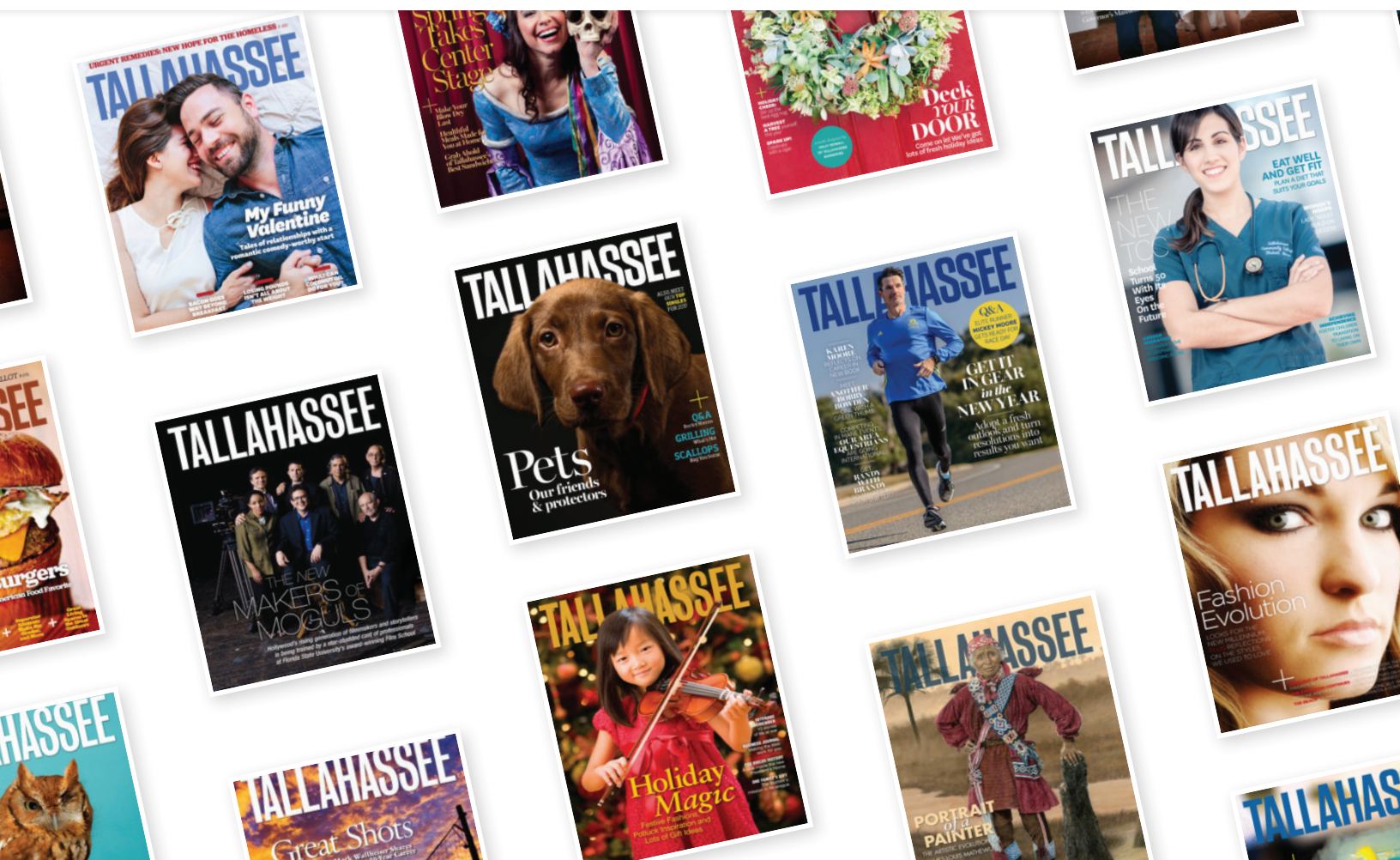




TALLAHASSEE

m a g a z i n e

MEDIA KIT



Tap into Tallahassee Magazine's Brand Footprint

One custom plan for you with many touch points



For over 40 years, *Tallahassee Magazine* connects its advertising partners to our readers through dynamic multimedia platforms. Whether you're interested in print, events, digital, social or special sections, *Tallahassee Magazine* can customize a program to attract your desired audience and create an innovative campaign that aligns your brand with ours.

Tallahassee 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 incomes.

Tallahassee Magazine has a reach of more than 2,911,900 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

106,500+

Annual Circulation
(bimonthly publication)

Direct mailed to select upper-income homes in Tallahassee. Sold through subscriptions and available on the following newsstands: Barnes & Noble, Books-A-Million, Midtown Reader, The Bookshelf in Thomasville, Georgia, and the Rowland Publishing office.

Reaches thousands of visitors/tourists through exclusive executive hotel distribution at Hotel Duval, DoubleTree, Four Points by Sheraton, Aloft, Governors Inn and more.

Extended distribution in high-traffic waiting rooms and frequently visited reception areas around Tallahassee.



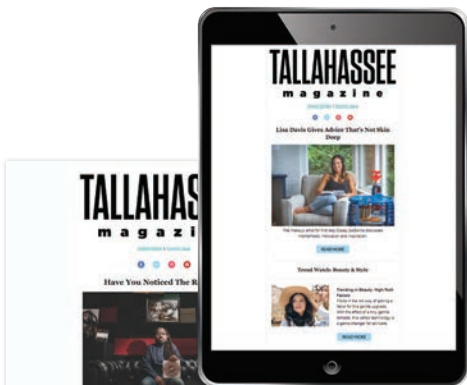
Best of Tallahassee

Tally Top Pet
(in conjunction with Be the Solution)

Top Seniors

Exclusive issue Pop-Up Parties

Community engagement and sponsors of over 15 local events



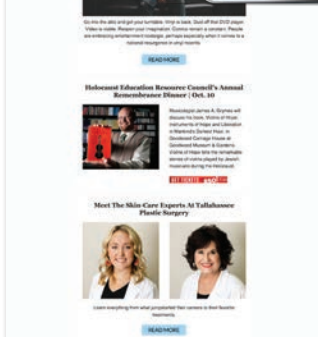
E NEWSLETTERS

153,700+

Annual Impressions

6,400+

Subscribers



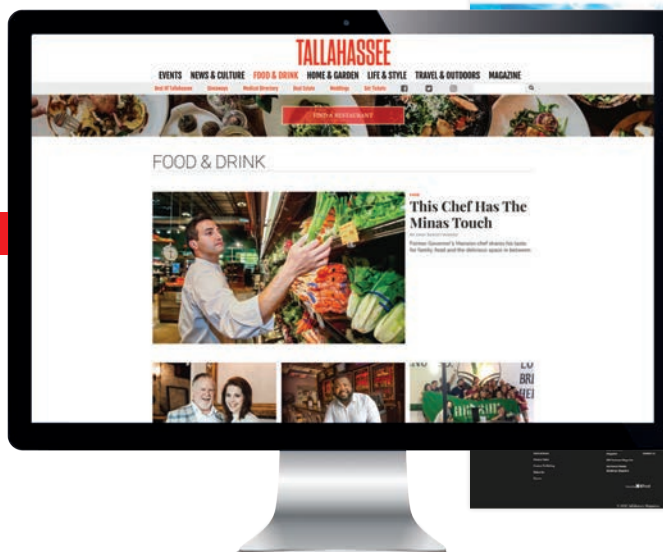
ONLINE

702,100+

Annual Impressions on
TallahasseeMagazine.com

117,300+

Digital Flipbook Impressions



SOCIAL

2,534,320+

Annual Impressions



825,700+ Impressions

64,400+ Engagements

20,500+ Clicks

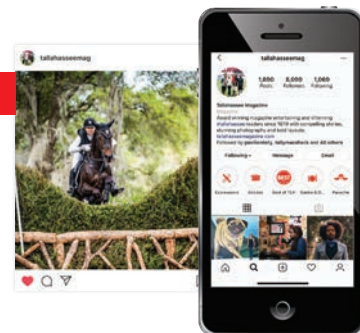
11,000+ Fans



927,700+ Impressions

26,400+ Engagements

8,300+ Followers



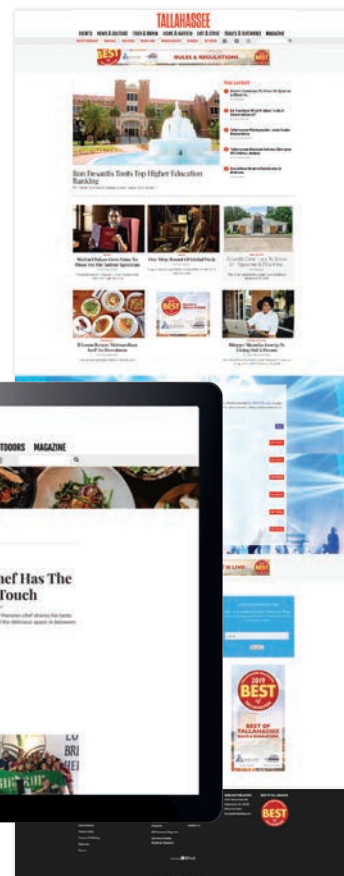
408,800+ Impressions

8,500+ Engagement

9,700+ Followers



372,000+ Viewers



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
Leaderboard Slot

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)

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



The Best of Tallahassee event celebrates the community's best of the best as voted by our readers. The top two businesses in over 100 categories will be announced live throughout the evening, with an exclusive release of the November/December Best of Tallahassee issue of *Tallahassee Magazine*.

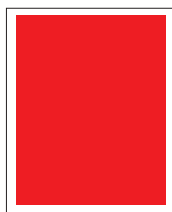
Brand your company with the most exclusive event Tallahassee has to offer through sponsorship opportunities. Take advantage of unique exposure for your brand or services through print, digital, social media, videography and event attendee experience. Additional information is available upon request.

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



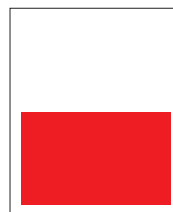
2 PAGE SPREAD

18" x 10.875"



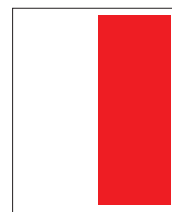
FULL PAGE

9" x 10.875"



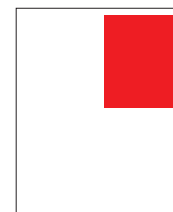
1/2 PAGE H

7.875" x 4.875"



1/2 PAGE V

3.8125" x 9"



1/4 PAGE

3.8125" 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

Be a part of the club! Inquire to see if you qualify to take advantage of partnering with *Tallahassee 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 *Tallahassee 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 *Tallahassee Magazine*

In-feed banner on TallahasseeMagazine.com

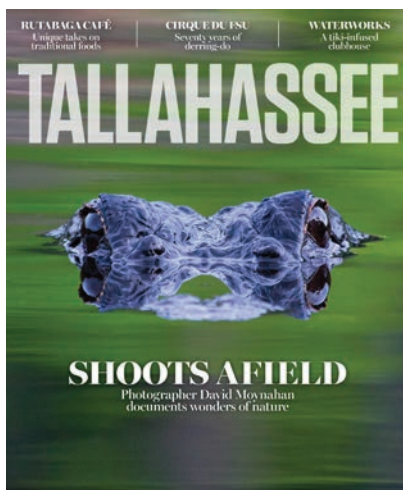
Dedicated domain on TallahasseeMagazine.com

Traffic Drivers/Impressions

E Newsletter inclusion

Social Media

Editorial Themes and Special Sections



JANUARY–FEBRUARY	BLACK HISTORY/NEW YEAR, NEW YOU Special Advertising Section: Financial Health
MARCH–APRIL	WOMEN'S HISTORY/PERSONALITIES (ART OF LIVING) Special Advertising Section: Springtime Tallahassee
MAY–JUNE	PETS AND FAMILY FUN/TRAVEL VACATIONS Special Advertising Section: Vet/Pet Profiles, Professional Profiles, Spring Gift Guide, Top Seniors, Best of Tallahassee Readers' Choice Poll Ballot
JULY–AUGUST	FASHION Special Advertising Section: Fashion Guide, Weekend Getaways
SEPTEMBER–OCTOBER	FOOD, HARVEST, SUSTAINABILITY Special Advertising Section: Medical Profiles, Visit Northwest Florida Beaches
NOVEMBER–DECEMBER	GIVING Special Advertising Section: Best of Tallahassee Results, Holiday Gift Guide, Estate Planning, Health and Fitness

What Our Advertisers Have to Say

“IT’S A GREAT MAGAZINE — AND JUST WHEN YOU THINK IT IS PERFECT, THEY RAISE THE BAR AGAIN.”

**BENSON GREEN, OWNER OF
BENSON’S HEATING &
AIR CONDITIONING INC.**

Tallahassee Magazine is a good fit for our customers because it’s diversified like our customer base.

Hettie Spooner,
Hill Spooner & Elliott Inc.

Tallahassee Magazine covers Tallahassee from the perspective of our customer, an upscale woman who not only cares about fashion but who passionately cares about impacting her community in a positive manner.

**Juli Downs, Narcissus
& Pink Narcissus**

“Their staff is professional and very easy to work with.”

GERALD LAMOTHE JR., OWNER OF SUPERIOR PAINTING



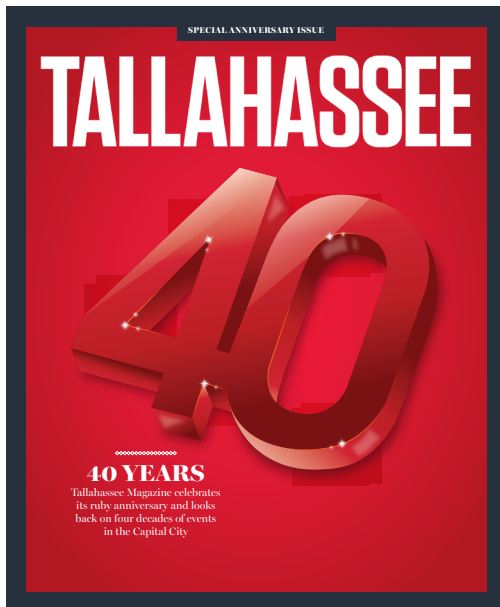
THE MAGAZINE DELIVERS OUR MESSAGE IN A MANNER THAT NO ONE ELSE CAN.”

Crawford Atkins, General Manager of Capital Eurocars

“In our opinion, Tallahassee Magazine is the best media venue for reaching affluent customers. We have been successfully advertising in Tallahassee Magazine for decades and have yet to find a better resource. What we like most about the publication is that it has the beautiful photography and dynamic writing of a slick big-city publication while still mainly covering local stories, businesses and personalities — the perfect mix to attract readership. Adding a digital issue and partnering with local experts continues to make this magazine relevant to a diverse readership of all ages!”

Dorothy & Don Vodicka, Owners, The Gem Collection

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

