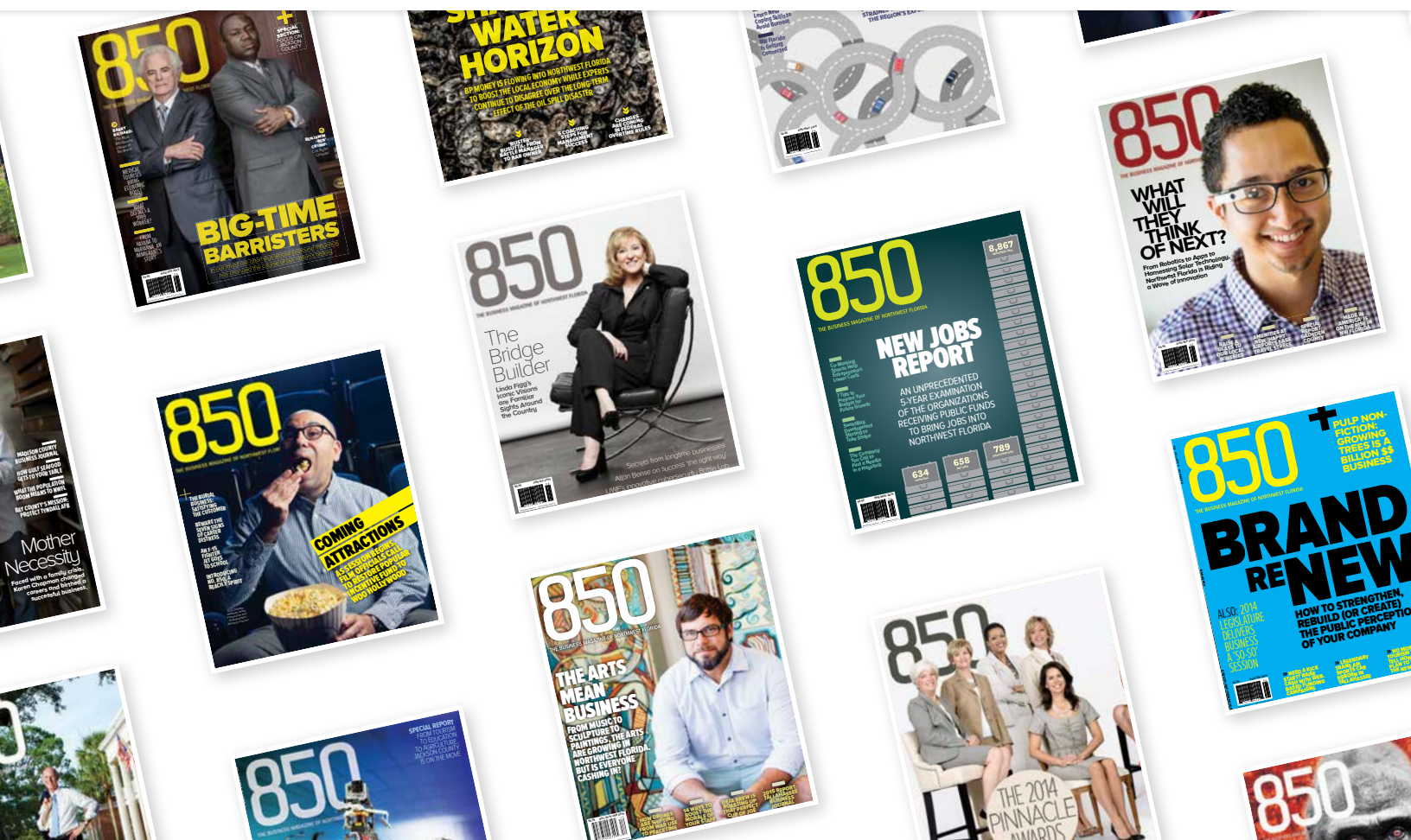




850

magazine

MEDIA KIT
2024-2025



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 15 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 1,549,310 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

56,000+

Annual Circulation
(4 issues annually)

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:**

- FPL Northwest Florida Economic Symposium
- Northwest Florida Economic Summit
- 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

1,212,111

Annual Impressions



1,070,214 Impressions

13,936 Engagements

4,346 Clicks

7,294 Fans



123,607 Impressions

1,719 Engagements

2,139 Followers



8,511 Impressions

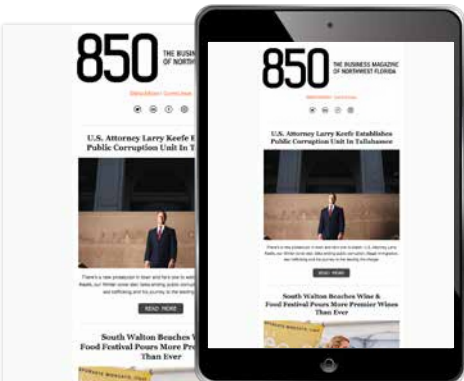
337 Engagement

2,750 Followers



9,779 Impressions

595 Followers



E NEWSLETTERS

60,122

Impressions

11,722

Subscribers

ONLINE

109,826

Annual Impressions on
850BusinessMagazine.com

27,958

Digital Flipbook Impressions



Online Pricing

ONLINE ADS

Online Ad (300 x 600)
Online Ad (Feature Gallery)
Online Ad (300 x 250)
Wallpaper
Pushdown
Sidekick
Top Ad Pushdown
Expandable
Header
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 Pricing

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

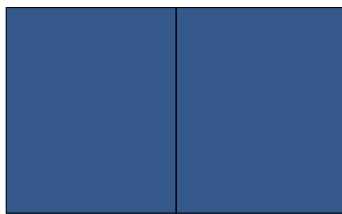
Gold Level Sponsors

Silver Level Sponsors

Bronze Level Sponsors

Media Sponsors

Supporting Sponsors



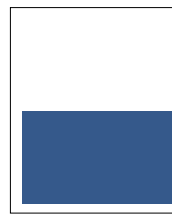
2 PAGE SPREAD

16.75" X 10.875" (TRIM SIZE)
17" X 11.125" (BLEED SIZE)
16" X 10" (LIVE AREA)



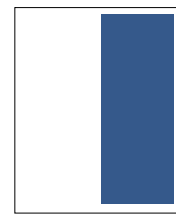
FULL PAGE

8.375" X 10.875" (TRIM SIZE)
8.625" X 11.125" (BLEED SIZE)
7.25" X 10" (LIVE AREA)



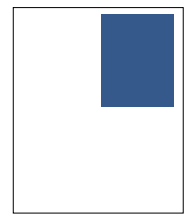
1/2 PAGE H

7.25" X 4.875"



1/2 PAGE V

3.5" X 10"



1/4 PAGE

3.5" X 4.875"

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FOR INFORMATION OR TO RESERVE SPACE, CONTACT ADVERTISINGINQUIRIES@ROWLANDPUBLISHING.COM

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Native Advertising Opportunity

Sponsored Content and Posts

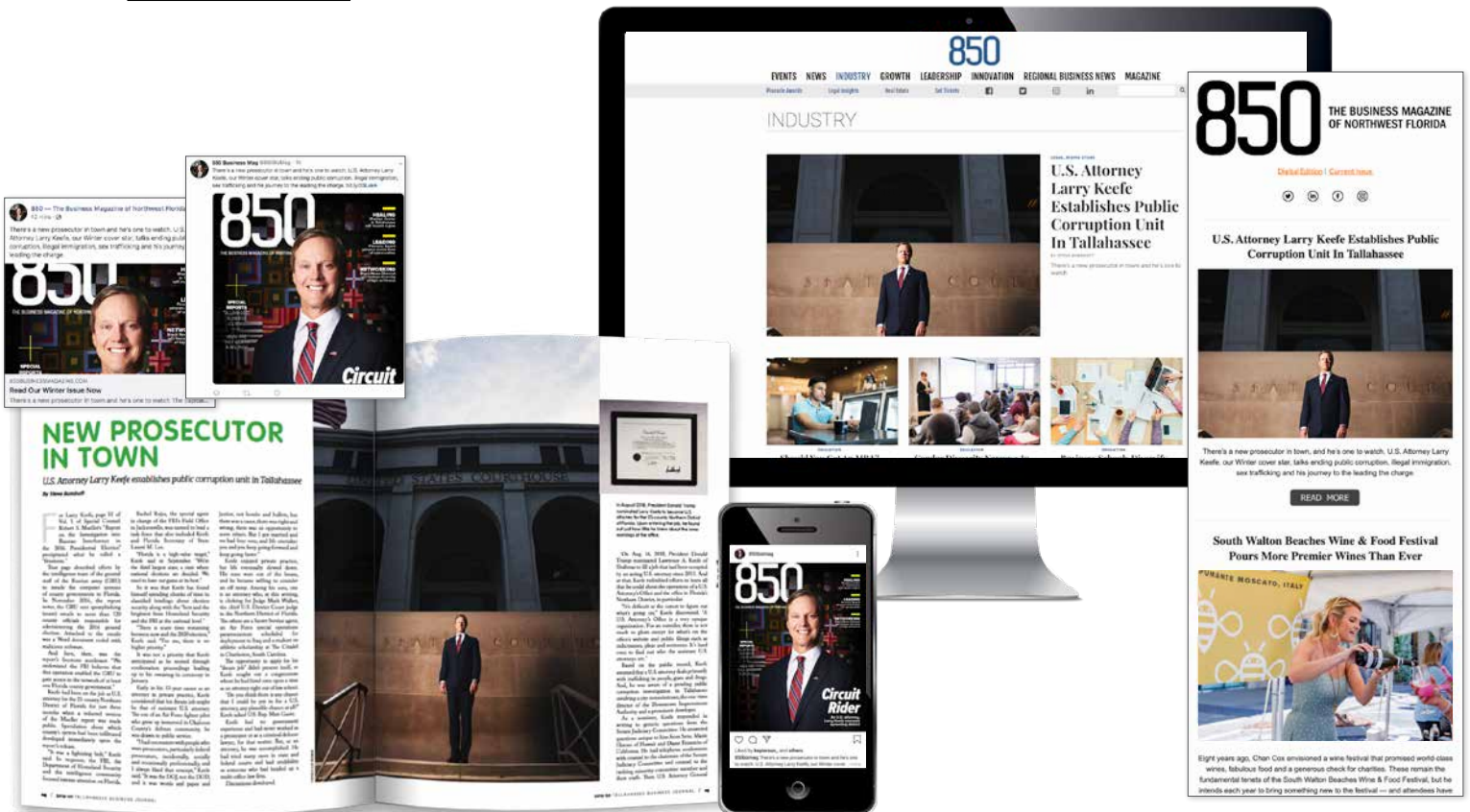
Be a part of our content studio creations! Inquire to see if you qualify to take advantage of partnering with *850 Business Magazine* through our native sponsored content campaigns. Our top writers and content creators curate a list of approved partners to participate in our content studio. This fully 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>Bed Taxes Destinations big and small, from Mexico Beach to Tallahassee, rely on bed taxes to fund tourism promotion efforts and projects such as beach maintenance and the development of sports complexes. Given the post-COVID surge in tourism, tourist development councils are flush with cash. What plans are in the works? Special Sales Section: Escambia County Periscope - a business journal</p>
<p>SUMMER</p>	<p>Heavy Traffic/Travel Northwest Florida's infrastructure is being strained by population growth and the area's peaking popularity as a destination for vacationers. Jurisdictions throughout the region and the state Department of Transportation are scrambling to arrive at strategies that may serve to maintain traffic flows. Special Sales Section: Santa Rosa County Periscope - a business journal; Okaloosa/Walton County Periscope - a business journal</p>
<p>FALL</p>	<p>Titans of Real Estate Surely, selling coastal Northwest Florida properties these days is as easy as falling off a log. Or is it? We ask leading Realtors what it takes to become and remain a leader in a field crowded with agents and brokers and how they see the future of the region's real estate market? Must it cool off at some point? Special Sales Section: Bay County Periscope - a business journal; Professional Profiles; Elite Lawyers</p>
<p>WINTER</p>	<p>Artificial Intelligence Already, AI is a factor in daily living to an extent that few people realize. It enables smart cameras, smart assistants, modern kitchen appliances, smart thermostats, smart wall plugs and more. What are the implications of AI for small businesses in NW Florida? How will schools deal with ChatGPT? Special Sales Section: Tallahassee Periscope - a business journal; Innovation & Technology</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.”

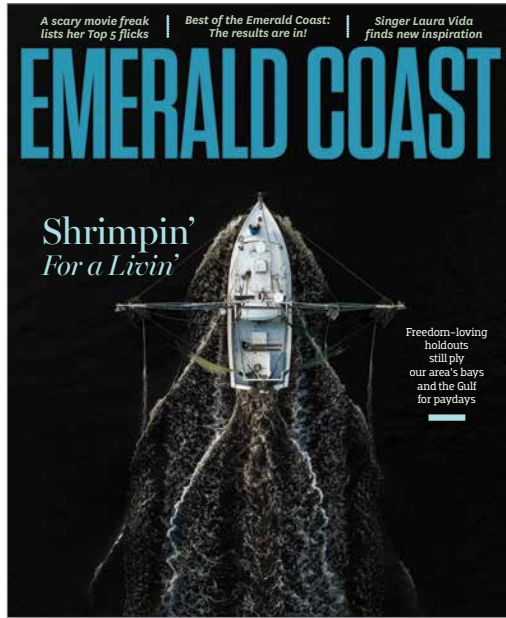
MARY RIKER, MARKETING & COMMUNICATIONS DIRECTOR, WSRE

“

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

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

