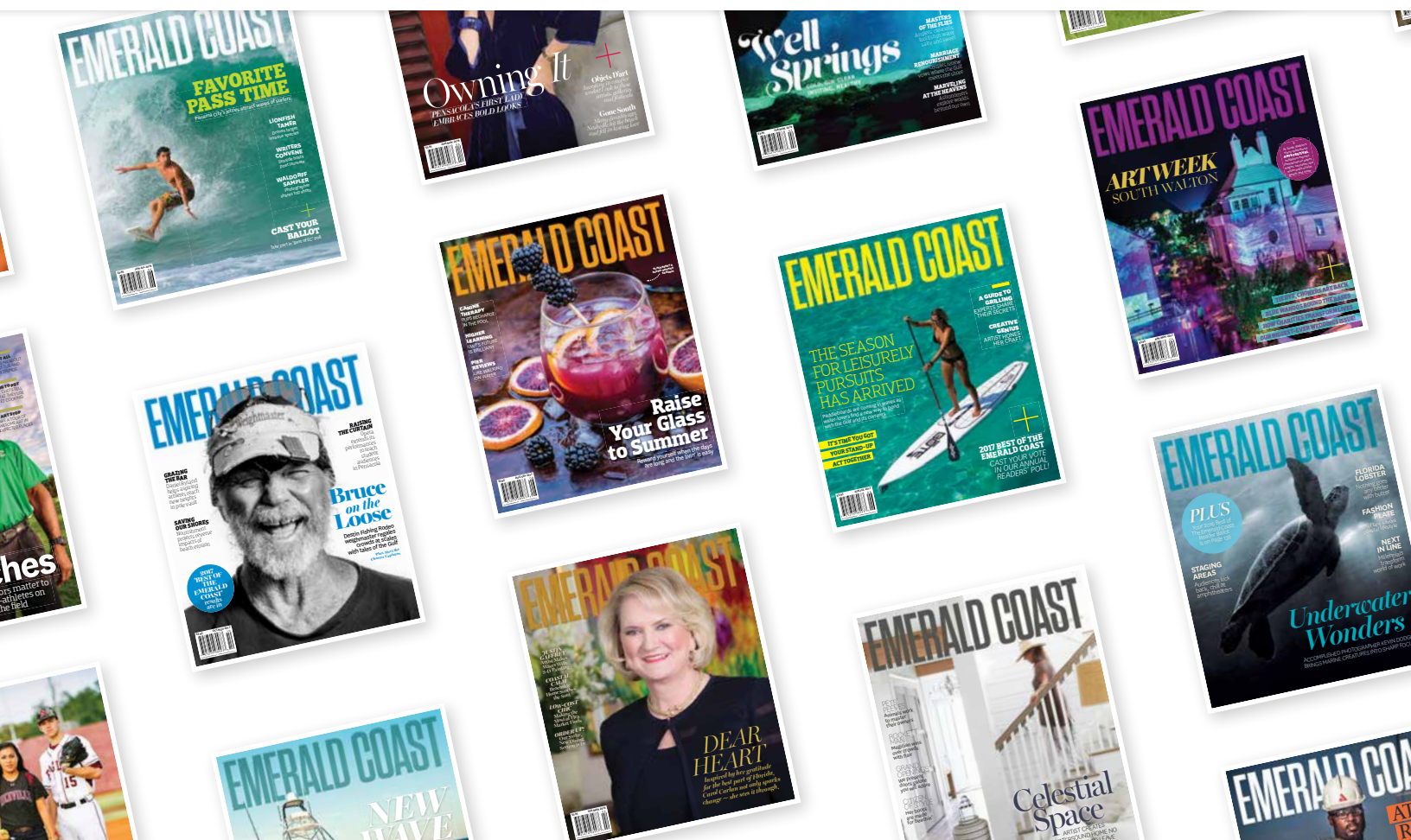




EMERALD COAST

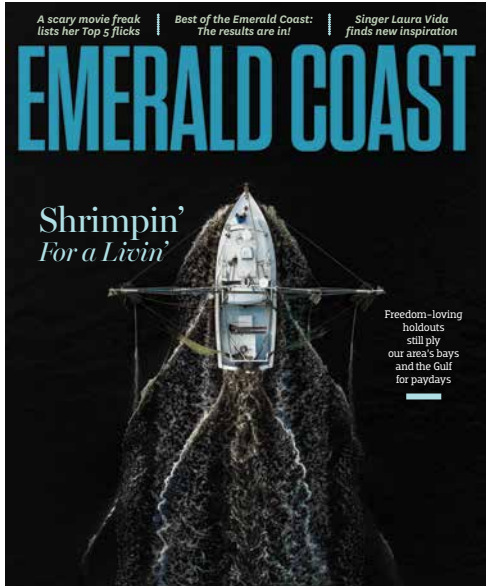
magazine

MEDIA KIT
2024-2025



Tap into Emerald Coast Magazine's Brand Footprint

One custom plan for you with many touch points



For over 24 years, *Emerald Coast Magazine* has connected 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-class household income.

Emerald Coast Magazine has a reach of more than 4,300,474 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

158,796

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 in-room hotel distribution at The Henderson, Oyster Bay Hotel, Sandpiper Vacation Rentals 30A and more.



EVENTS

- Best of the Emerald Coast
- Pinnacle Awards
- Exclusive issue Pop-Up Parties
- Community engagement and sponsors of over 15 local events



SOCIAL

3,734,120

Annual Impressions



2,478,465 Impressions

30,872 Engagements

3,939 Clicks

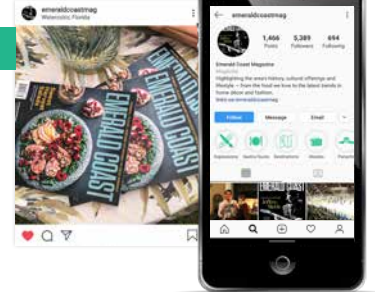
13,117 Fans



403,036 Impressions

11,070 Engagements

8,063 Followers



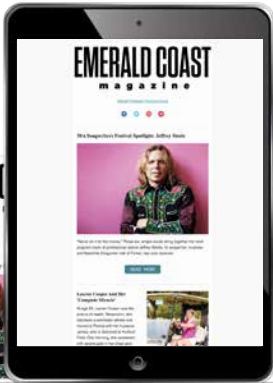
37,770 Impressions

812 Engagements

7,631 Followers



814,849 Engagements



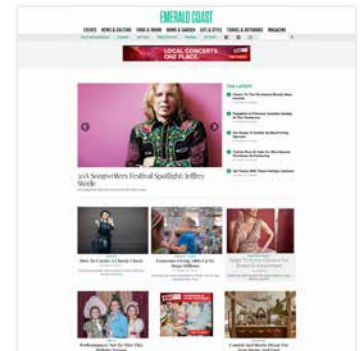
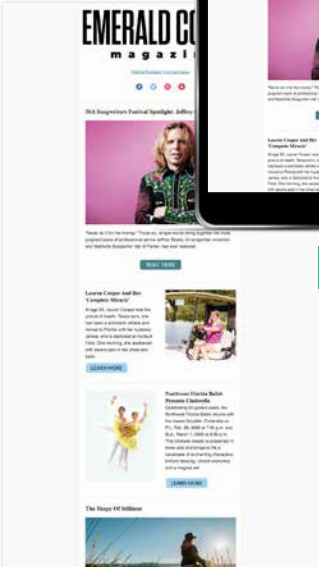
E NEWSLETTERS

137,435

Impressions

7,686

Subscribers



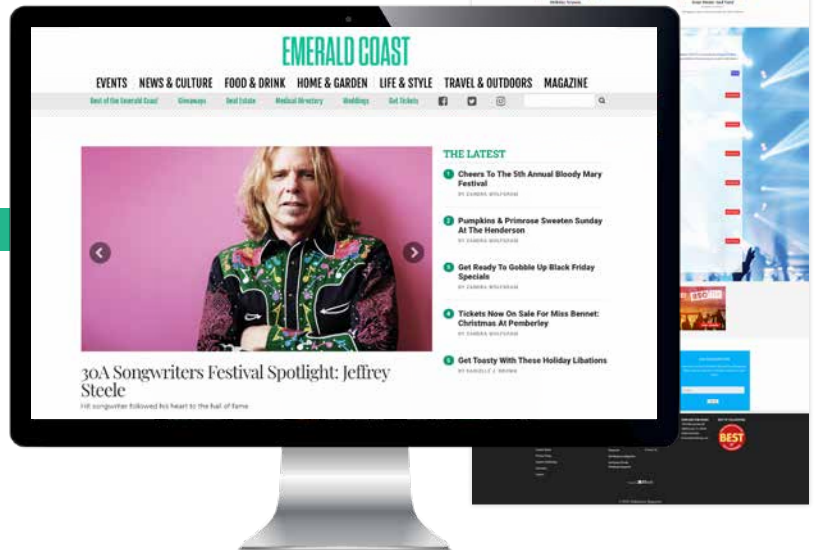
ONLINE

232,808

Annual Pageviews on
EmeraldCoastMagazine.com

37,315

Digital flipbook impressions



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
 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 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

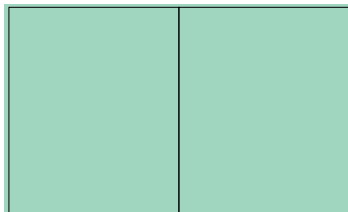
Gold Level Sponsors

Silver Level Sponsors

Bronze Level Sponsors

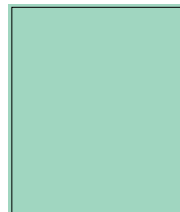
Media Sponsors

Supporting Sponsors



2 PAGE SPREAD

18" X 10.875" (TRIM SIZE)
 18.25" X 11.125" (BLEED SIZE)
 17.25" X 10" (LIVE AREA)



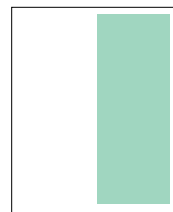
FULL PAGE

9" X 10.875" (TRIM SIZE)
 9.25" X 11.125" (BLEED SIZE)
 7.875" X 10" (LIVE AREA)



1/2 PAGE H

7.875" X 4.875"



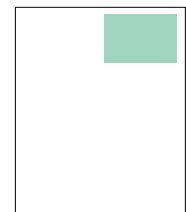
1/2 PAGE V

3.8125" X 10"



1/4 PAGE

3.8125" X 4.875"



1/8 PAGE

3.8125" X 2.3125"

** Terms: Please submit payment via check mailed to P. O. Box 1837, Tallahassee, FL 32302 or visit Rowland.Apps.Maghub.com to pay with credit card. A convenience fee of 3% will be charged for card payment requests and 1% for ACH transactions if the invoice or payment is \$3,000 or more which will be billed on an additional invoice. A late fee of \$100 will apply for materials submitted after deadline; billed upon publication net 30 days; finance charge 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 Emerald Coast 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 Emerald Coast 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 *Emerald Coast Magazine*
- In-feed banner on EmeraldCoastMagazine.com
- Dedicated domain on EmeraldCoastMagazine.com
- Traffic Drivers/Impressions
- E-blast inclusion
- Social Media



Editorial Themes and Special Sections



<p>FEBRUARY–MARCH</p>	<p>HEALTH AND FITNESS</p> <p>Fitness trainers will always emphasize strength, conditioning and endurance, but for leading trainers along the Emerald Coast, “longevity” has also entered their vocabularies. How do they advise people to go about achieving long, robust, active lives? Plus, a look at the importance of healthy relationships with food.</p> <p>Special Advertising Sections: Women’s History Month</p>
<p>APRIL–MAY</p>	<p>ARTS/TRAVEL</p> <p>The lives of communities are enriched by the creative talents of artists, musicians, writers and stage performers. Organizations such as the Pensacola Little Theatre, the Cultural Arts Alliance of Walton County and the Bay Arts Alliance maintain and expand access to the arts via projects that transform cityscapes and events that welcome large crowds.</p> <p>Special Advertising Sections: Best of the Emerald Coast Ballot, Gift Guide</p>
<p>JUNE–JULY</p>	<p>EMTS</p> <p>We explore the challenges faced by emergency medical technicians every day of their work lives. Veteran EMTs talk about the rewards of the profession and newcomers describe what appeals to them about service as a first responder. Emerald Coast residents express gratitude for the differences EMTs made in their lives.</p> <p>Special Advertising Sections: Medical Profiles</p>
<p>AUGUST–SEPTEMBER</p>	<p>LITTLE THEATERS</p> <p>People love stage productions as evidenced by shows conducted throughout the Emerald Coast at venues including the Kaleidoscope Theatre, the Martin Theatre, the Rep in Seaside, the Emerald Coast Theater Company and the FWB Stagecrafters. What is involved in staging productions that rely heavily on volunteers?</p> <p>Special Advertising Sections: Professional Profiles</p>
<p>OCTOBER–NOVEMBER</p>	<p>ENVIRONMENTAL RESTORATION</p> <p>Along the Emerald Coast, private and corporate landowners are working to restore longleaf pine forests that once blanketed the Southeast. In bays and estuaries, oyster reefs are being built as a healthy way to armor shorelines. And efforts are being made to rid the area of invasive species that overtake native flora and fauna.</p> <p>Special Advertising Sections: Best of the Emerald Coast Winners</p>
<p>DECEMBER–JANUARY</p>	<p>HOLIDAYS</p> <p>For hundreds of years, winter holidays have served to bridge the chilly divide between harvest season and spring renewal. They have brought about enduring cultural celebrations and family traditions that revolve around prized possessions and treasured recipes. But that’s not to say that something new can’t be added. We offer ideas.</p> <p>Special Advertising Sections: Holiday Gift Guide, Legal Elite and Financial Planning</p>

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

Emerald Coast 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, Emerald Coast Magazine offers a detailed look into all things Emerald Coast.

Jessica Proffitt, President, Proffitt PR

“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.”

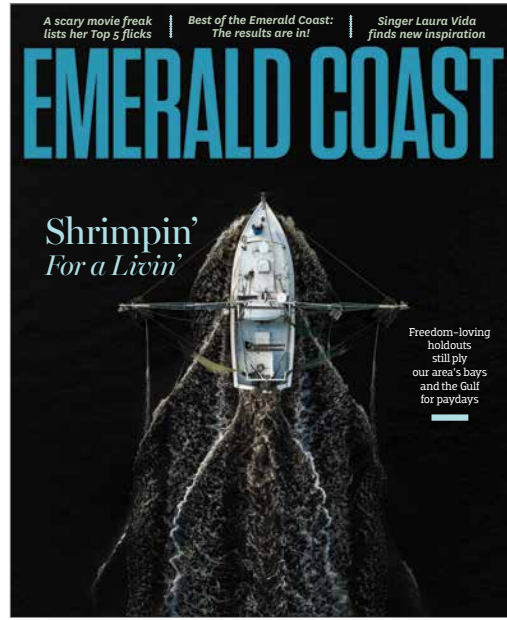
LESLIE MOLAND, WHITE-WILSON MEDICAL FOUNDATION, CHOCTAW BEACH

“

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, St. Joe Hospitality, Panama City

PROPRIETARY TITLES



CUSTOM PUBLISHING TITLES

