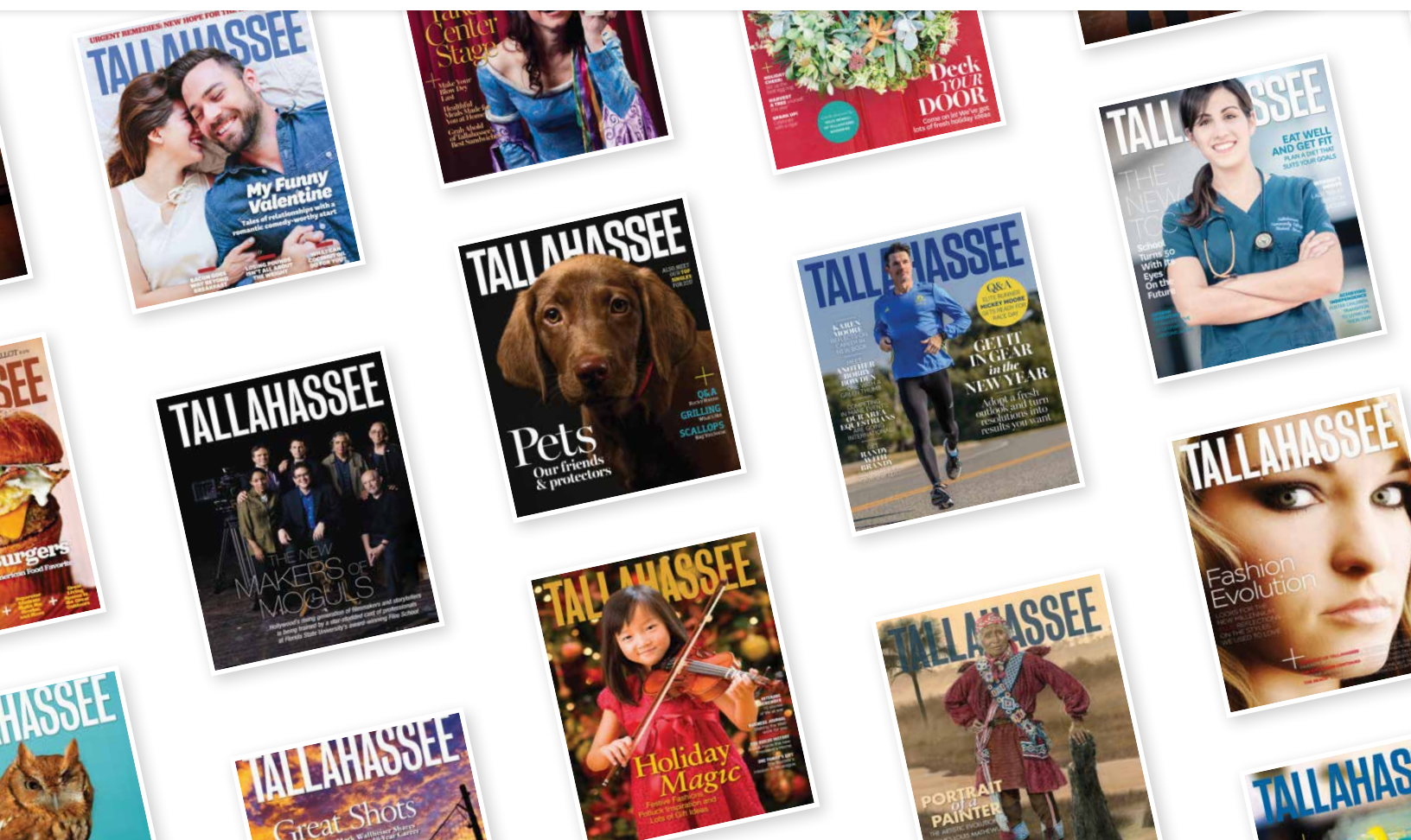




TALLAHASSEE

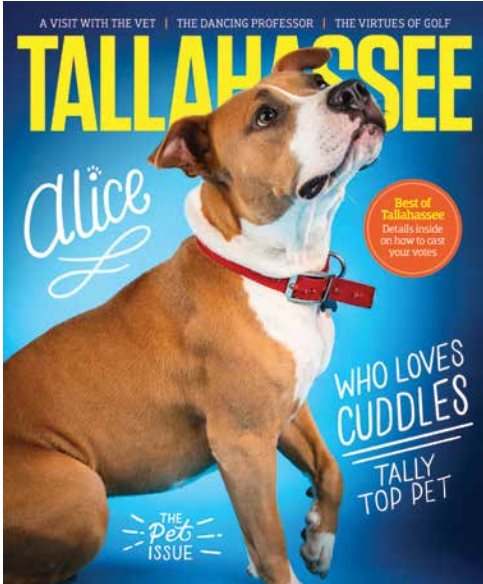
m a g a z i n e

MEDIA KIT
2024-2025



Tap into Tallahassee Magazine's Brand Footprint

One custom plan for you with many touch points



For over 45 years, *Tallahassee 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, *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-class household incomes.

Tallahassee Magazine has a reach of more than 3,539,997 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, and The Bookshelf in Thomasville, Georgia.

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.



EVENTS

Best of Tallahassee

Tally Top Pet
(in conjunction with Be the Solution)

Exclusive issue Pop-Up Parties

Community engagement and sponsors of over 15 local events



E NEWSLETTERS

127,751

Impressions

8,467

Subscribers

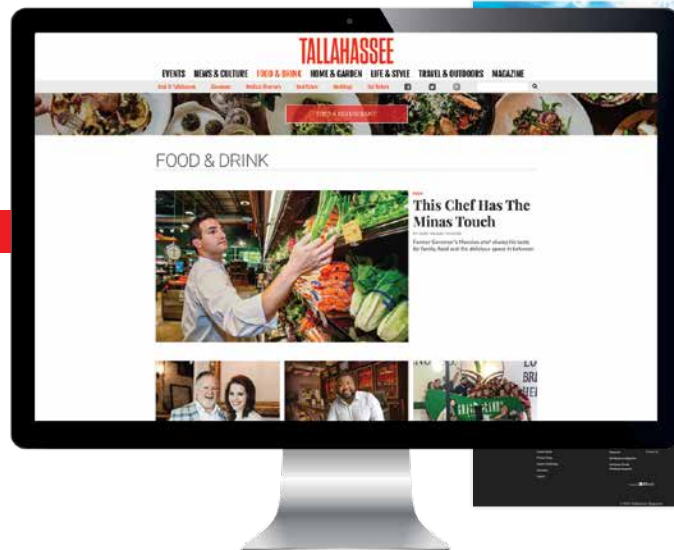
ONLINE

413,058

Annual Page Views on TallahasseeMagazine.com

42,220

Digital Flipbook Impressions



SOCIAL

2,850,468

Annual Impressions



1,432,233 Impressions

47,336 Engagements

9,057 Clicks

15,178 Fans



824,139 Impressions

16,629 Engagements

10,774 Followers



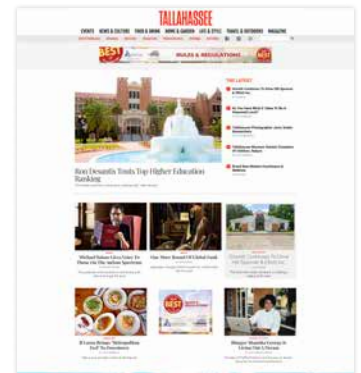
46,553 Impressions

999 Engagements

9,863 Followers



547,543 Engagements



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
 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)

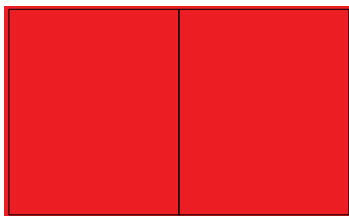
Inside Front Cover/2-Page Spread
 2nd Spread in Front Section
 3rd Spread in Front Section
 Inside Back Cover
 Back Cover
 Two Page Spread
 Next to Table of Contents/Publisher or Editor Letter



The Best of Tallahassee event celebrates the community's best of the best as voted by our readers. The top businesses in over 100 categories will be celebrated throughout the evening.

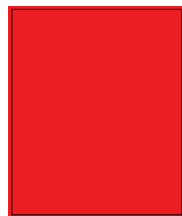
Brand your company with the most exclusive event Tallahassee has to offer through sponsorship opportunities. Take advantage of unique exposure for your brand or services through print, digital, social media, videography and event attendee experience. Additional information is available upon request.

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



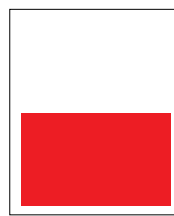
2 PAGE SPREAD

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



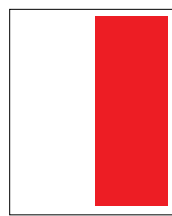
FULL PAGE

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



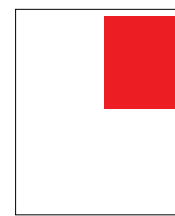
1/2 PAGE H

7.875" x 4.875"



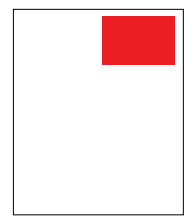
1/2 PAGE V

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 *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

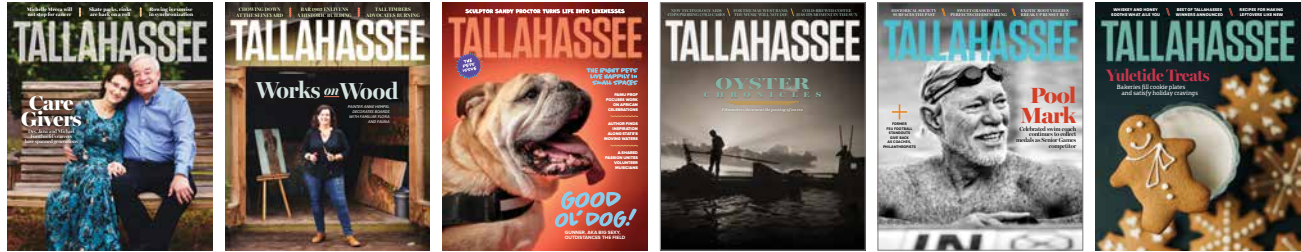
- Events
- News & Culture
- Food & Drink
- Home & Garden
- Life & Style
- Travel & Outdoors

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

The collage illustrates the multi-platform reach of native advertising. The desktop monitor shows a website article with a featured image of a woman in a hat. The smartphone displays a social media post with a similar image and text. The print magazine spread shows the article layout with a large photo of the woman. The tablet shows the magazine cover with the title 'TALLAHASSEE magazine' and a featured article 'Lisa Davis Gives Advice That's Not Skin Deep'.

Editorial Themes and Special Sections



<p>JANUARY–FEBRUARY</p>	<p>HEALTH & WELLNESS / BICENTENNIAL We explore plans by community healthcare leaders to provide for an accessible and affordable continuum of care for people at all stages of life. Also, we examine services offered by senior living facilities and look forward to Tallahassee bicentennial activities planned for 2024.</p>
<p>MARCH–APRIL</p>	<p>ARTS The lives of communities are enriched by the creative talents of artists, musicians, writers and stage performers. Organizations such as the Council on Cultural Arts work to maintain and expand access to the arts via projects that transform cityscapes and festivals that welcome crowds at no charge.</p> <p>Special Advertising Section: Springtime Tallahassee</p>
<p>MAY–JUNE</p>	<p>EMT’S/TRAVEL 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. Tallahasseeans express gratitude for the differences EMTs made in their lives.</p> <p>Special Advertising Section: Gift Guide; Best of Tallahassee Readers’ Choice Poll Ballot; Elite Lawyers</p>
<p>JULY–AUGUST</p>	<p>PETS Profiling the finalists in our annual Tally Top Pet competition, we tap into the special, cherished relationships between pets and their owners. Our finalists don’t often look like the purebred beauties at the Westminster Dog Show, but they are deeply adored. Plus, a look at the best places to walk a dog.</p> <p>Special Advertising Section: Vet/Pet Profiles; Professional Profiles; Visit Northwest Florida Beaches</p>
<p>SEPTEMBER–OCTOBER</p>	<p>FAMU FAMU is enjoying a period of stability under President Larry Robinson, a chemist by trade. What new alchemy employed by Robinson accounts for the untroubled waters at FAMU? What programs, established and new, will FAMU emphasize going forward? Alumni and students talk about what FAMU means to them.</p> <p>Special Advertising Section: Medical Profiles</p>
<p>NOVEMBER–DECEMBER</p>	<p>HOLIDAYS 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 Section: Best of Tallahassee Results; Holiday Gift Guide; Giving Back</p>

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

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

GERARD LAMOTHE JR., OWNER OF SUPERIOR PAINTING

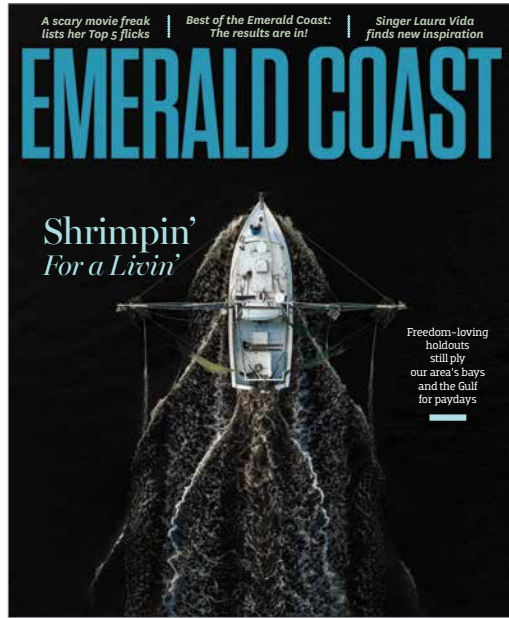
“ THE MAGAZINE DELIVERS OUR MESSAGE IN A MANNER THAT NO ONE ELSE CAN.”

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

