

Your City



2010 Media Kit

Your Magazine



Pensacola Magazine is Pensacola's ONLY glossy city magazine.

Printed every month and running at 48-84 pages in length, it focuses on all aspects of life in Pensacola and the bay area. *Pensacola Magazine* provides readers - both residents and visitors - with local information while providing advertisers with a credible, sophisticated publication to reach their audience.

If educated, affluent, and discerning Pensacolians are your target market, there is no better publication for you.

2010 Editorial Calendar

January:

Year in Arts

February:

Wedding Edition

March:

Spring Home and Garden

April:

Health Edition

May:

Women's Edition

June:

Summer Home and Garden

July:

Environment

August:

Parenting

September:

Outdoorsman

October:

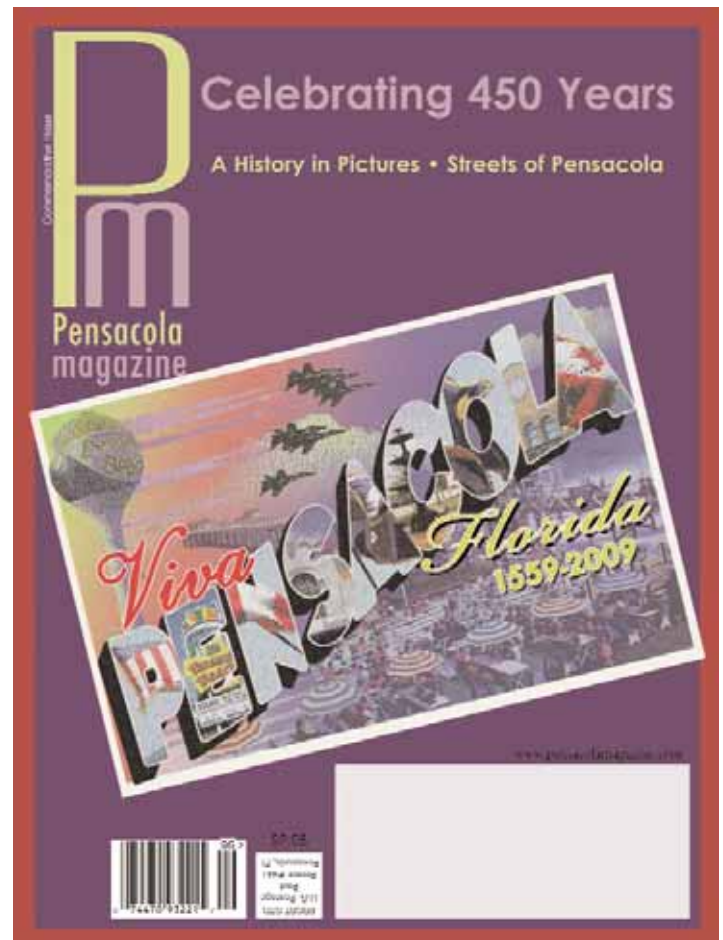
Fall Home & Garden

November:

Holiday Shopping Guide

December:

Season of Giving



DEPARTMENTS

Travel

Regional getaway location

Health

Articles on timely health issues

Home & Garden

Home decor and seasonal gardening

Books

Local or national authors coming to Pensacola

Coastal Lights

Profile of local artists

Dining

Restuarant spotlight, recipes, wine review and restaurant listings

Golden Years

Information for seniors

History

Local historical information

Fashion

Relevant fashion information

Who, What, When, Where

A Pensacolian answers questions about our city

MEET THE



READER*

The average *Pensacola Magazine* reader is...

a married (73%) male (50%) or female (50%) who is

Over the Age of 50

21% 30-39 years old

36% 50-59 years old

36% 60+ years

Highly Educated

87% 4-year degree or more

With Disposable Income

45% household income of \$150,000 or more

12% \$100,000-\$149,000

18% \$75,000-\$99,000

Real Estate & Home Ownership

in the next 12 months

20% plan to purchase a house/investment property

27% plan to make home improvements

40% plan to purchase furniture/home furnishing

33% plan to purchase electronics

Travel & Leisure

67% take between 0-4 pleasure trips per year

33% take between 5-9 pleasure trips per year

66% visit local cities/towns

20% visit state parks

40% visit area beaches

27% visit historical sites

20% visit theme parks

93% attend local cultural events

60% are active in sports and exercise

Dining

74% eat out 1-3 times per week

26% eat out four times or more per week

73% enjoy casual dining most often

20% enjoy fine dining most often



CIRCULATION

40,000 readers enjoy each issue of *Pensacola Magazine*.

Printing 12,000-18,000 copies of each issue, *Pensacola Magazine* is mailed to 4,000 individual subscribers and local businesses. The magazine is also sold at bookstores and grocers in Pensacola, like Barnes and Noble, Books-A-Million, Subterranean Books, Wal-Mart, Albertson's, and Ever'man Natural Foods.

Pensacola Magazine is distributed to every hotel room on Pensacola Beach, most hotels in Pensacola, and through area Chambers of Commerce and Visitors Centers.



*statistics from readership survey, March 2006

2010 Specifications

DIGITAL REQUIREMENTS

All ads must be submitted digitally via email to rachael@ballingerpublishing.com or supplied on disc.

PDF, TIFF, or EPS files are preferred. Files should be in CMYK, with fonts and high-resolution images embedded.

Macintosh based QuarkXpress 6.0, Adobe Photoshop 7, and Adobe Illustrator 10 can be accepted.

Images should be at least 300 dpi at 8" X 10" for optimal print quality. Ads should be built to 100% of their actual size.

One black and white laser proof of all files submitted must be faxed to (850) 435-9174, attention Rachael, to cross-check accuracy of submission.

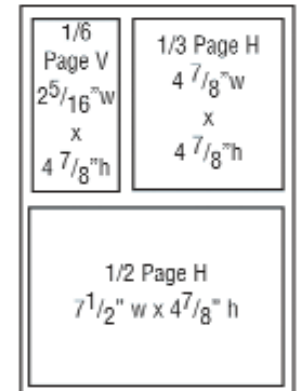
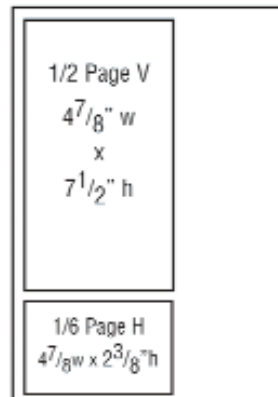
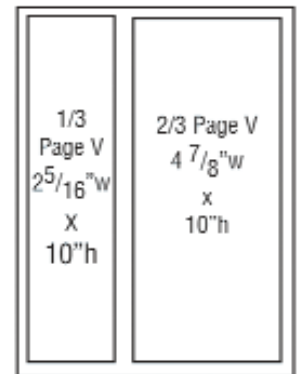
DEADLINE

Ad materials are due the last day of the month prior to publication date.



Ad Dimensions

Full Page No Bleed
7.5" x 10.25"
Full Page Bleed
8.25" x 11"



AD PRODUCTION

Production services are available. Artwork provided must be original photographs, illustrations, or electronic files at 300 dpi at 8" X 10". Please have photos, copy, and any other materials needed to produce your ad one week before the materials deadline to allow for design time and approval.

Warning: Low-resolution images do not print well. Many images, particularly 72 dpi JPEGs taken off the Internet, look blurry when printed. For best results, we recommend that your images be at least 300 dpi.



2010

2010 Rates & Agreement

| Black & White | 1x | 3x | 6x | 12x |
|---------------|--------|--------|--------|--------|
| Full Page | \$2379 | \$1964 | \$1475 | \$1327 |
| 2/3 Page | 1744 | 1439 | 1084 | 1193 |
| 1/2 Page | 1429 | 1179 | 884 | 795 |
| 1/3 Page | 974 | 798 | 599 | 539 |
| 1/6 Page | 640 | 530 | 394 | 354 |

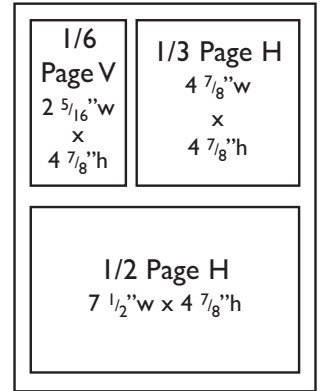
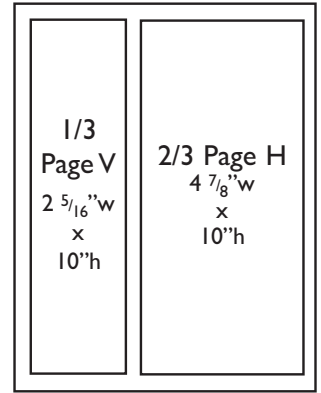
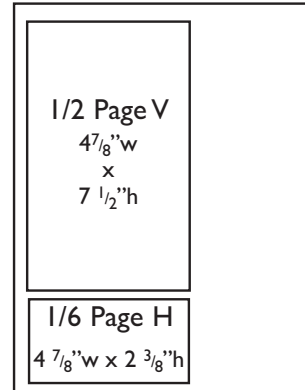
*Rates are per issue

| 4 Color Rates | 1x | 3x | 6x | 12x |
|---------------|--------|--------|--------|--------|
| Full Page | \$2799 | \$2310 | \$1739 | \$1565 |
| 2/3 Page | 2074 | 1714 | 1284 | 1155 |
| 1/2 Page | 1704 | 1409 | 1059 | 953 |
| 1/3 Page | 1166 | 960 | 719 | 647 |
| 1/6 Page | 769 | 630 | 474 | 426 |
| BC | 400 | 300 | 250 | 175 |

| 4 Color Process Only | 1x | 3x | 6x | 12x |
|----------------------|--------|--------|--------|------|
| Back Page | \$3209 | \$2644 | \$1995 | 1795 |
| Page 3 | 3199 | 2569 | 1949 | 1754 |
| Inside Front Page | 2988 | 2469 | 1899 | 1709 |
| Inside Back Page | 2874 | 2374 | 1849 | 1664 |

Front Cover Plus 1page ad inside with (2 pg) feature article. \$6995
(Subject to editorial approval and must be a six time advertiser.)

Stitch in Subscription Form: 3X \$1500/month, 6X \$1200/month, 12X \$1000/month



Full Page No Bleed
7.5"x10.25"
Full Page Bleed
8.25"x11"

Ads must be received by our Graphics Dept. the last day of month prior to publication date.

RATES: Rates are Agency Commissionable to authorized agencies where placement originates.

COMPOSITION: Ad composition will be billed at \$40 per hour.

SCANS: Scans will be billed to the advertiser at a rate of \$40 per scan for a 4"x5" or smaller and \$60 per scan up to 8H"x11".

Advertising Agreement

It is agreed that you are authorized to place advertisements in **Pensacola** MAGAZINE.

Advertiser (Corporate) Name

Advertising Agency

Date

Billing Address

Telephone Number

Fax Number

| Ad Size | Horizontal or Vertical | B&W or Color | Number of Issues | Starting Date | Notes |
|--------------------------|--------------------------|-------------------|------------------|---------------|-------|
| Gross Rate per Insertion | Agency or other Discount | Net per Insertion | Contract Total | | |

Terms: It is agreed that BALLINGER PUBLISHING may not raise the stated advertising rates during the period of this contract, nor may the advertiser cancel during the agreed term of this contract without a shortrate. SHORTRATE: If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the issue date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in **Pensacola Magazine** the advertiser has actually accrued. In the event that litigation is initiated, the contract will be forced through the completion of contract whether or not all of the insertions were actually run. All camera-ready materials submitted to BP are accepted upon the express condition that the advertiser agrees to hold BP harmless from any and all claims arising out of or relating to copy, copyrights, trademarks or mistakes in ad either photographic or copy, or that the use of any name or other material in any advertisement that is illegal, unauthorized or damaging in any way to any person or name or other legal entity. Billing is due upon receipt. All contracted advertising will be billed in advance. Balances unpaid after the 30th of the month are subject to a 1 1/2% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1 1/2% per month (18% annually). The advertiser agrees to pay all legal fees, court and/or collection costs on balances delinquent over 30 days.

Advertiser's Authorized Signature

Advertiser's Authorized Signature (Printed)

Account Executive's Signature

Date: _____