

2017 MEDIA KIT



Pensacola 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.

NW Florida's Business Climate Magazine

NW Florida's Business Climate Magazine, commonly called *Business Climate*. Each edition offers readers insight into business in NW Florida while providing advertisers the opportunity to reach the highly educated, high-income population of executives, entrepreneurs, and business professionals.



Meet the *Pensacola Magazine* & *Northwest Florida's* *Business Climate* Reader

The average *Pensacola Magazine* reader is...
a married (73%) male (50%) or female (50%)

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 and
Northwest Florida's Business Climate.

Printing 12,000–18,000 copies of each issue, are 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, Wal-Mart, and Ever'man Grocery + Co-op

Pensacola Magazine and *Northwest Florida's Business Climate* are distributed to every hotel room on Pensacola Beach, most hotels in Pensacola, and through area Chambers of Commerce and Visitors Centers.

Pensacola
MAGAZINE

NW Florida's
Business Climate
Magazine

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2017 Specifications

DIGITAL REQUIREMENTS

All ads must be submitted digitally via email to anna@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.

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.

DEADLINE

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

AD PRODUCTION

Production services are available. Artwork provided must be original photographs, illustrations, or electronic files at 300 dpi. Please have logos, 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.

Full Page No

Bleed

7.5"x10.4"

Full Page Bleed

8.75"x11.25"

*Please note that
on full page ads
the live area is
7.8 x 10.4

1/3
vert.

2.5
x
10.2"

2/3 pg. vert.

5
x
10.2"

1/6
vert.

2.5
x
5"

1/3 hort.
5x5"

1/2 hort.
7.8x5"

2017 Rates & Agreement

Pensacola MAGAZINE NW Florida's Business Climate Magazine

Rates

Rates	1x	3x	6x	12x
Full Page	\$2799	\$2310	\$1739	\$1565
2/3 Page	2074	1714	1284	1153
1/2 Page	1704	1409	1059	1043
1/3 Page	1166	960	719	647
1/6 Page	769	630	474	426
BC	400	300	250	175
	1x	3x	6x	12x
Back Page	\$3209	\$2644	\$1974	\$1795
Inside Front Page	2988	2469	1849	1754
Inside Back Page	2874	2374	1774	1709
Page 3	3199	2569	1969	1664

*Rates are per issue

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

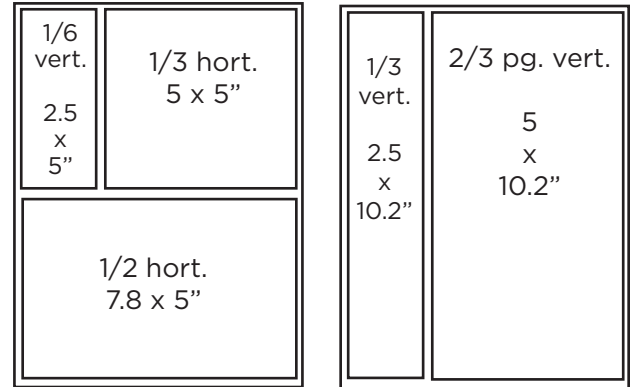
Published Monthly beginning with the January issue

Ads must be received by our Graphics Dept. 1st week of prior month.

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

COMPOSITION: Ad composition fee of \$35 minimum.

Please submit your high resolution pdf to anna@ballingerpublishing.com.



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Advertising Agreement

It is agreed that you are authorized to place advertisements in
PENSACOLA MAGAZINE and/or **NW FLORIDA'S BUSINESS CLIMATE MAGAZINE**.

Advertiser (Corporate) Name

Advertising Agency

Date

Billing Address

Telephone

E-Mail

Ad size	Horizontal or vertical	Ad composition	# of issues	Starting date
Gross rate per insertion	Agency or other discount	Net per insertion	Contract total	

Credit Card					
number: _____					
expiration date: _____					
code: _____ sign here					

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. **SHORT-RATE:** If a cancellation must be made by the advertiser, a letter of cancellation must be received by BP 45 days prior to the printed deadline date of the next publication. Shortrate will be billed at a frequency rate according to the number of insertions in NW FLORIDA'S BUSINESS CLIMATE and 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. In the event that litigation is initiated, client agrees to pay all attorney fees for any and all legal action, law suits, and judgements. 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 Authorized Signature

Advertiser Authorized Signature (printed)

Date

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850-433-1166 • Fax: 850-435-9174