

Pensacola Magazine 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 & NW 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*.

12,000–18,000 copies of each issue are mailed to 4,000 individual subscribers and distributed to 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 *NW 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

Pensacola

MAGAZINE

NW Florida's Business Climate

Magazine

ON THE MARKET

A Real Estate Section

Specifications

DIGITAL REQUIREMENTS

All ads must be submitted digitally via email to garrett@ballingerpublishing.com

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

Documents should be at least 300 dpi for optimal print quality. Ads should be built to 100% of their actual size.

** Crop and bleed marks are not necessary to include upon export.*

DEADLINE

Finalized ads are due the 18th of the month prior to publication unless otherwise specified by the ad coordinator. Digital materials and instructions for ad builds are due no fewer than 3 days before the set ad deadline.

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 advertising 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.

ON THE MARKET
Northwest
Business Climate
Pensacola

**Full Page
No Bleed**
7.8" x 10.4"

Full Page Bleed
8.75" x 11.25"

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

ON THE MARKET
Northwest
Business Climate
Pensacola

**1/6
vert.**
2.5"
x
5"

1/3 hort.
5" x 5"

1/2 hort.
7.8" x 5"

ON THE MARKET
Northwest
Business Climate
Pensacola

**1/3
vert.**
2.5"
x
10.4"

2/3 pg. vert.
5" x 10.4"

ON THE MARKET
Northwest

1/4 hort.
3.827" x 5"

1/2 hort.
7.8" x 5"

Pensacola

MAGAZINE

RATES & AGREEMENT

Full Page	\$1500	Back Cover	\$1895
2/3 Page	1195	Inside Front	1795
1/2 Page	850	Inside Back	1750
1/3 Page	600	Page 3	1750
1/6 Page	350	Center Spr.	3495

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

COMPOSITION: Ad composition fee of \$50 minimum.

Please submit your high resolution ad to garrett@ballingerpublishing.com

Full Page No Bleed
7.8" x 10.4"

Full Page Bleed
8.75" x 11.25"

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

1/6 vert.
2.5" x 5"

1/3 hort.
5" x 5"

1/2 hort.
7.8" x 5"

1/3 vert.
2.5" x 10.4"

2/3 pg. vert.
5" x 10.4"

Ads should be built to 100% of their actual size at a resolution of 300ppi.

Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer.

Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline.

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	Advertiser Email	Billing Email
Billing Address		
Phone #	Advertising Agency & Contact Info	

Ad Size	Horizontal or Vertical	Build/Pick-Up/Camera Ready	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

number: _____

expiration date: _____

code: _____ Signature: _____

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 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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_____	_____	_____
Advertiser Authorized Signature	Advertiser Authorized Signature (printed)	Date

ON THE MARKET

A Real Estate Section

RATES & AGREEMENT

Feat. Home	\$900	1/2 Page	\$400
Full Page	700	1/4 Page	225

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