



PENSACOLA

CULTURE + LIFESTYLE 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.

Special Sections

NW Florida's Business Climate Magazine



NW Florida's *Business Climate* Magazine, commonly called **Business Climate**, 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.

Business Climate has two stand alone editions, the April *Annual Real Estate Business Climate* and the October *Annual Downtown Business Climate*.

The *Business Climate* Magazine has also been incorporated as a special monthly section of *Pensacola Magazine*, offering the same great content every month, except April and October.



ON THE MARKET

a Real Estate Section



Pensacola Magazine's Realty Section, **On The Market**, features a comprehensive guide to the Real Estate market in the Pensacola area. This monthly section boasts a modern and engaging design and includes home listings, featured home, Realtor profiles and articles on home improvement, mortgage rates, the housing market and much more.



This monthly real estate section offers advertisers the opportunity to reach thousands of potential home buyers and sellers who would take a great interest in the local housing market and related services.

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
CULTURE + LIFESTYLE MAGAZINE

**NW Florida's
Business Climate**
Magazine

PENSACOLA

CULTURE + LIFESTYLE 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
advertise@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.

**FULL PAGE
WHITE BORDER**
8 X 10.5

**FULL PAGE
WITH BLEED**
8.75 X 11.25

**Please note that
on full page ads,
the live area is
8 x 10.5*

1/4 H
3.875
X
5.125

1/4 H
3.875
X
5.125

1/2 H
8 X 5.125

1/2 V
3.875 X 10.5

1/8 H
3.875 X 2.4375

1/8 H
3.875 X 2.4375

1/4 H
3.875
X
5.125

Notes:

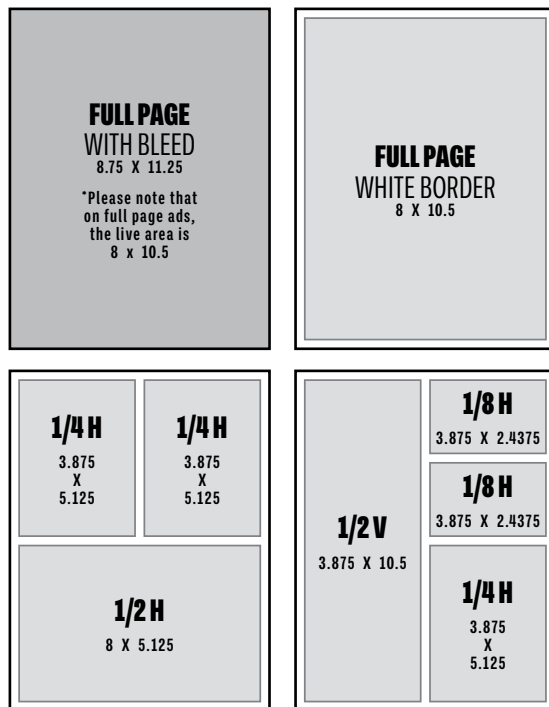
RATES & AGREEMENT

Full Page	\$1500	Back Cover	\$1895
1/2 Page	850	Inside Front	1795
1/4 Page	600	Inside Back	1750
1/8 Page	350	Page 3	1750
		Center Spr.	3495

RATES: Rates are Agency Commissionable to authorized agencies where placement originates. Rates above are per month, per insertion. First time advertisers must pay half of the first insertion at proofing. The remainder of first insertion will be billed at publication time. Each insertion thereafter will be billed at publication time.

COMPOSITION: Ad design fee of \$50 minimum. Ads built by Ballinger Publishing's in-house design team may undergo a maximum of 3 proofs at the discretion of the designer. **Ads should be built to 100% of their actual size at a resolution of 300ppi.**

SUBMISSION: Content for ad builds should be sent to the designer no fewer than 3 days before the set ad deadline. Please submit your high resolution ad to advertise@ballingerpublishing.com.



ADVERTISING AGREEMENT

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

Advertiser (Corporate) Name	Billing Address
Advertiser Email	Billing Email
Phone #	Advertising Agency & Contact Info

Ad Size	Horizontal or Vertical	Build/Print Ready/ Re-Run/Revise	# of Issues	Starting Date
Gross Rate Per Insertion	Agency or Other Discount	Net Per Insertion	Contract Total	

Credit Card

CC 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 *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 print-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 1½% per month (18% annually) finance charge. The advertiser agrees to pay a finance charge, of 1½% 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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Notes:

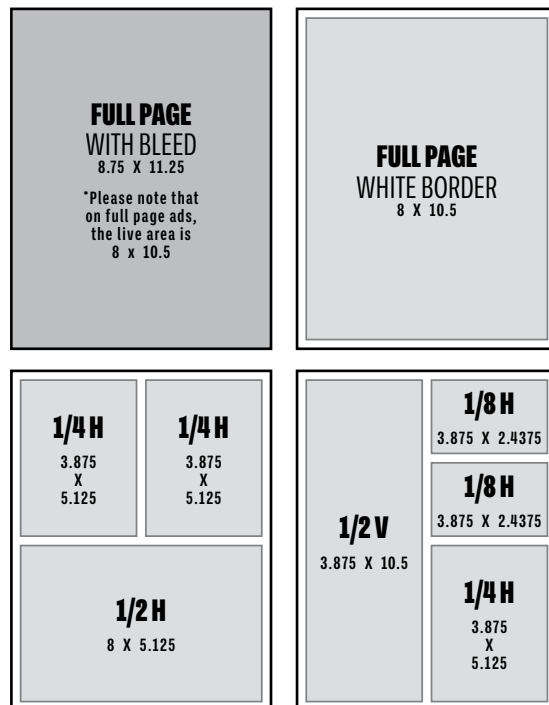
RATES & AGREEMENT

Full Page	\$1500	1/4 Page	\$600
1/2 Page	850	1/8 Page	350

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ON THE MARKET

a Real Estate Section

Notes:

RATES & AGREEMENT

Full Page	\$700	1/4 Page	\$225
1/2 Page	400	1/8 Page	150

Feat. Home \$900

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FULL PAGE WITH BLEED
8.75 X 11.25

*Please note that on full page ads, the live area is 8 x 10.5

FULL PAGE WHITE BORDER
8 X 10.5

1/4 H
3.875 X 5.125

1/4 H
3.875 X 5.125

1/2 H
8 X 5.125

1/8 H
3.875 X 2.4375

1/8 H
3.875 X 2.4375

1/4 H
3.875 X 5.125

1/2 V
3.875 X 10.5

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