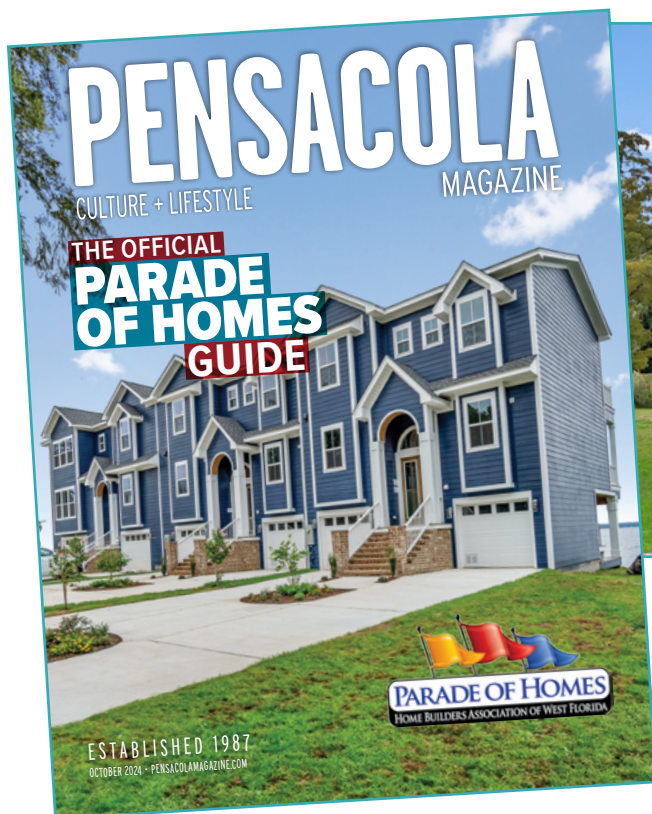


# PENSACOLA

CULTURE + LIFESTYLE MAGAZINE



Pensacola Magazine is partnering with The Home Builders Association of West Florida to bring you the official Parade of Homes Guide—complete with floor plans, maps and all the fantastic content of Pensacola Magazine's Home and Garden fall issue.



## 2025 PARADE OF HOMES | OCTOBER 2025

Whether you are a potential home buyer or home builder, the 2025 Parade of Homes has something for everyone. Take the time to tour the wide selection of homes during the Parade of Homes and get a first-hand look at the latest innovations in home building, including design, construction, insulation, security, sound systems, windows, landscaping and other key elements of new home construction. Attending the Parade of Homes can also afford individuals the chance to learn what to look for in home construction and know what mistakes to avoid.

## READERS

The average *Pensacola Magazine* reader is: a married (73%) male (50%) or female (50%). In the next 12 months the average reader: 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.

*Pensacola Magazine* is Pensacola's ONLY glossy city magazine. Printed every month, 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. *Pensacola Magazine* is distributed to every hotel room on Pensacola Beach, most hotels in Pensacola, and through area Chambers of Commerce and Visitors Centers. If educated, affluent, and discerning Pensacolians are your target market, there is no better publication for you.

**For more information, contact a Ballinger Publishing Sales Executive**

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## RATES & AGREEMENT

<b>Full Page</b>	<b>\$900</b>	<b>1/2 Page</b>	<b>\$600</b>
<b>1/4 Page</b>	<b>325</b>	<b>1/8 Page</b>	<b>200</b>

### Ad Deadline

August 28, 2025

Published  
October 2025

Mailed to 5,000  
subscribers

Available in 450  
locations locally

Shelf Life for 1 year

**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

**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](mailto:advertise@ballingerpublishing.com).

**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

**1/2 V**

3.875 X 10.5

**1/4 H**

3.875  
X  
5.125

## ADVERTISING AGREEMENT

It is agreed that you are authorized to place advertisements in **PENSACOLA MAGAZINE PARADE OF HOMES SECTION**.

Advertiser (Corporate) Name

Billing Address

Advertiser Email

Billing Email

Phone #

Advertising Agency & Contact Info

Credit Card

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

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