

MEDIA KIT

NAVARRE BEACH

MAGAZINE



NAVARREBEACH.COM

ON
NEWSSTANDS
NATIONALLY,
ONLINE, AND
ON POINT:

Navarre Beach Magazine is the only nationally distributed newsstand magazine specifically geared toward promoting tourism along beautiful Navarre Beach and the surrounding Navarre area.

The new, and nationally distributed, Navarre Beach Magazine is available on major newsstands across the country – as well as online through NavarreBeach.com – enabling you, our valued advertiser, to reach more people in more places around the country during the planning stages of their upcoming beach vacation.

OUR READERS
ARE YOUR
FUTURE
CUSTOMERS:

Whether new visitors or ones who return to our serene beach community year after year, Navarre Beach Magazine puts your tourism-based business in front of the exact target market who can and will become your customers. These same readers will continue to see reasons for why Navarre Beach, Florida should become their favorite coastal playground, just as it continues to be for hundreds of thousands who flock to our shores each year.

We know all our valued advertisers like yourself will benefit from reaching men, women, families and companies across the country who will buy, read, discover and plan their next vacation using Navarre Beach Magazine, and NavarreBeach.com. Accommodation providers, restaurants, specialty retailers, seafood markets, fishing, watersports, entertainment venues and tourism service businesses will benefit from reaching these discerning travelers.

NAVARRÉ BEACH MAGAZINE

WHAT WE ARE

Navarre Beach Magazine is the travel publication for beach lovers across the country, who are on their journey to discover the perfect piece of coastal paradise for their upcoming family vacation, couple's getaway, corporate event, second home, or investment property.

While many have discovered our grand escape, millions more are still searching for what lies right here at our front door... and we're going to help them find it.

Navarre Beach Magazine, and our digital arm, *NavarreBeach.com*, have been well thought out to be both insightful and intriguing to those discerning travelers who have and will discover Navarre Beach, and will continue to gravitate to and spread the word about our fabulous beaches, businesses, and friendly people.

We don't just want to introduce people to our area, we strive to appeal to the travelers who will honor, respect, and help protect the qualities that make Navarre Beach, and our surrounding beach communities, so special.

With enticing stories on everything from idyllic accommodations and Gulf-front dining to beach gear, golf, destination weddings, beach related fashion, fishing, boating and more, there is something for everyone in each issue of *Navarre Beach Magazine*. Whether your customer purchases our magazine on a Books-A-Million newsstand in Georgia, a Barnes & Noble travel section in California, a grocery in Louisiana or Texas, or from a specialty retailer in Ohio or Tennessee, *Navarre Beach Magazine's* editorial (in print, online and social) will be beneficial for every fan of the coastal lifestyle, within each well written and produced quarterly issue. And we believe it will not only go a long way in helping get them to our beautiful beach community, but also right to your door!



NAVARRE BEACH

M A G A Z I N E

W H O W E A R E

We are local, and we love our beach community.

Navarre Beach Magazine is the co-founded brainchild of two long-time media minds: Sandi Kemp, owner and publisher for 32 years of Sandpaper Publishing, Inc (current owner of three award-winning Florida newspapers and various other monthly and annual publications, and a board member and past 2x chair of The Florida Press Association); along with Editor-In-Chief Will Estell, a long-time coastal tourism based writer who has been instrumental in co-founding 12 new magazine titles from concept to fruition over the past 26 years; three of which have been nationally sold newsstand travel and tourism titles.

In fact, everyone involved with the art direction, design, editorial, photography and overall feel of *Navarre Beach Magazine* calls this area home. Because of this, we know the picture we paint –whether through captivating articles or breathtaking photography—will serve to help a whole new group of readers discover the area so many have already fallen in love with, and bring those masses to discover businesses just like yours within each issue of *Navarre Beach Magazine*.

D I S T R I B U T I O N

From issue one, *Navarre Beach Magazine* will be available on major newsstands across the country, including the bookstores, retailers, and grocery newsstands located in the exact geographical markets your tourism clients come from – along with areas where many have yet to discover our beautiful beach community, but can and will.

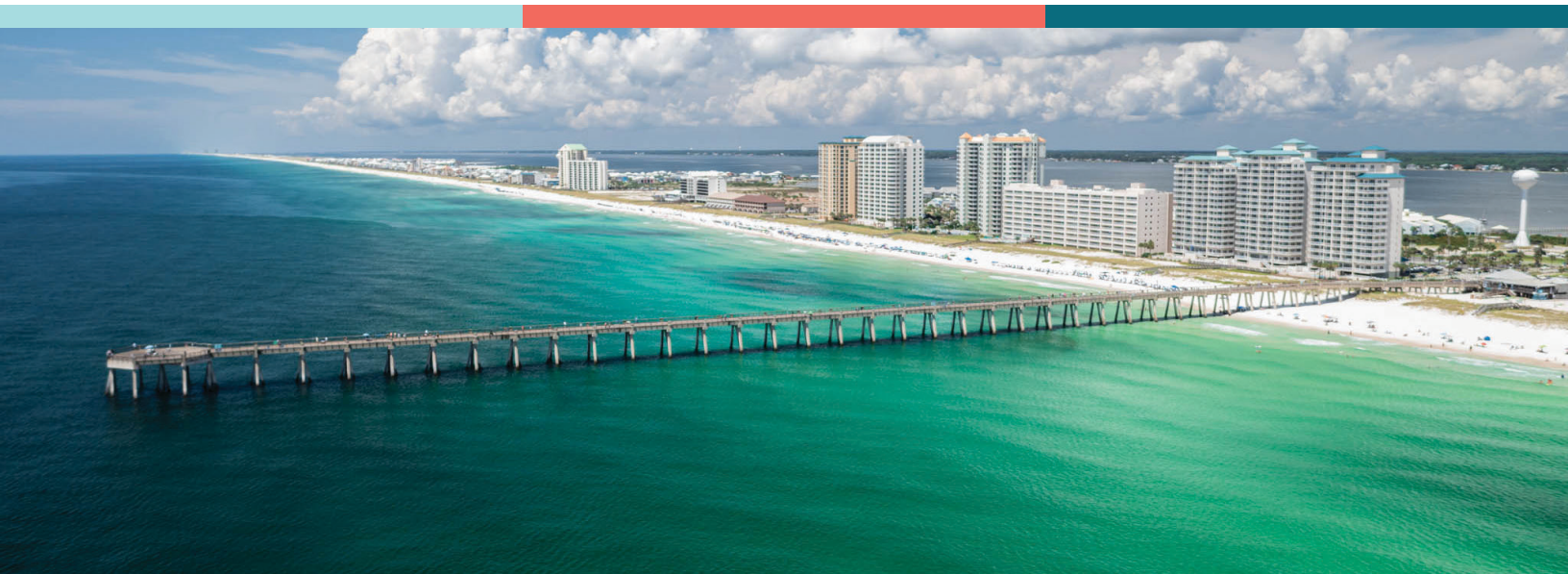
Publix®

BARNES
& NOBLE

BAM!
BOOKS-A-MILLION

Kroger
FRESH FOR EVERYONE™

H-E-B®



ADVERTISING INVESTMENTS:

	SINGLE ISSUE	2X RATE PER ISSUE - 10% Discount -	ANNUAL 4X PER ISSUE - 30% Discount -
FULL PAGE	\$4,600	\$4,140	\$3,230
1/2 HRZ OR VERT	\$2,985	\$2,687	\$2,083
1/3 VERT	\$1,950	\$1,750	\$1,360
1/4 PAGE	\$1,650	\$1,480	\$1,160

PRIORITY POSITIONS:

- **Inside Front Spread:** \$9,200 per issue, including above 10% and 30% frequency discounts for multiple issues.
- **Pages 2-3 or 4-5 Spread:** \$8,400 per issue, including above frequency discounts for multiple issues.

All other two-page spreads are based on the single page rate x 2 pages, minus a 15% discount for your multiple page investment (\$5,490).

- **Back Cover:** \$6,800 per issue
- **Inside Back Cover:** \$5,200 per issue

*All priority positions are based on availability per issue.

*Additional multiple page pieces are available upon request.

Ask your advertising account manager about available opportunities to also promote your business at a discounted rate in banner advertising on NavarreBeach.com, as advertisers in Navarre Beach Magazine.

Additionally, the above rates are eligible for our additional multi publication discount for placing your ads in Navarre Beach Magazine and one or more other publications, to include Emerald Coast Visitors Guide, Navarre Beach News, and Navarre Press. This gives you a 10% discount for placing your annual ads in two of the associated publications total, and 20% additional discount for an investment in more than two. This discount is valid across the normal ad investment rates in all of the associated publications.

QUESTIONS?

CONTACT US AT 850.939.1900

OR EMAIL INFO@NAVARREBEACH.COM

AD SPECS

Full Page Non-Bleed.....8.25" x 10.125"

Full Page Bleed.....9.5" x 11.375"

- Trim Size 9" x 10.875"
- Live Area 8.25" x 10.125"

Bleed ads allow .25" bleed on all sides.

Keep live matter .375" from trim edges.

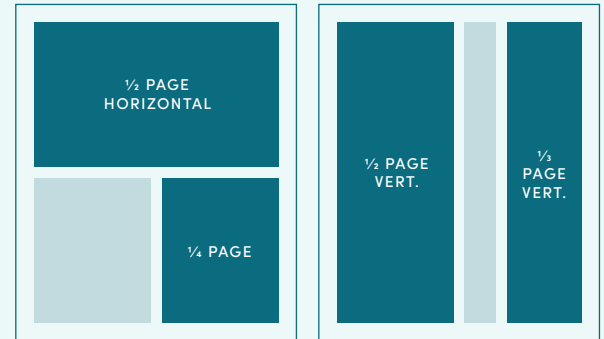
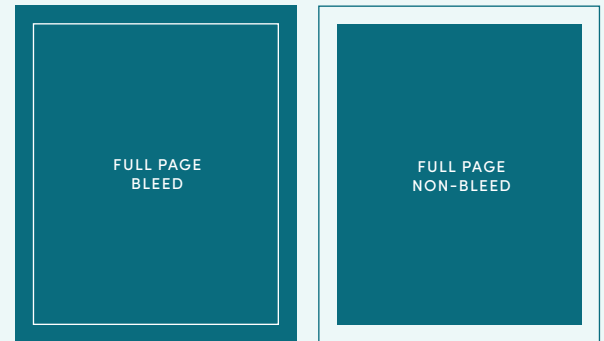
Full page, non-bleed ads will have a white border when trimmed.

Half Page Vertical 3.9375" x 10.125"

Half Page Horizontal 8.25" x 4.875"

Third Page Vertical 2.5" x 10.125"

Quarter Page 3.9375" x 4.875"



ACCEPTABLE FILES

PRESS READY PDF | PREFERRED OPTION

High-resolution PDF for press: PDF/X-1a:2001

(recommended) or Press Quality.

All fonts embedded. Color images: 300 DPI

OTHER ACCEPTABLE FILES

InDesign, Photoshop, or Illustrator files are also accepted. Files must be at least 300 dpi at final size. Convert and save files for CMYK process color. Convert all fonts used in art files to outlines. Native files may be sent as long as all screen and printer fonts and all linked art files used in the ad are included.

Microsoft Paint, Word or PowerPoint are **not** accepted.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading.

- Incorrect dimensions
- Text outside the safety area
- Low-resolution images
- Images not converted to CMYK
- Spot color/PMS used in the color space