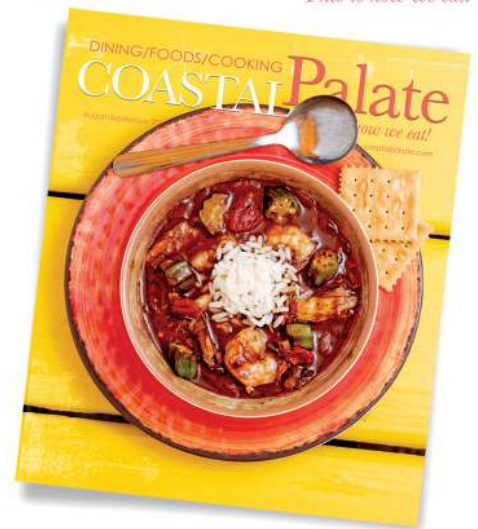


# COASTAL Lifestyle



# DINING/FOODS/COOKING COASTAL Palate

*This is how we eat!*



**MEDIA PACK**



# Coastal Lifestyle Magazine

Coastal Lifestyle is a publication dedicated to showcasing art, music, fine dining, beautiful homes, and business owners who embrace the Gulf Coast way of life. We strive to bring

our readers exciting stories, great resources for shopping, entertainment, professional needs, and photography from the most talented photographers on the coast!

## PRINT

PER ISSUE

EVENT HIGHLIGHT \$1000  
PRODUCT HIGHLIGHT \$1500

## SOCIAL MEDIA

PER POST (INCLUDES LINK)

PRODUCT SPOTLIGHT \$100  
VENDOR HIGHLIGHT \$100  
VENDOR SHOUTOUT \$100

## WEBSITE

PER POST (INCLUDES LINK)

BANNER AD \$500 (PER MONTH)  
HOMEPAGE SIDEBAR \$200 (PER MONTH)  
DEPARTMENT PAGE SIDEBAR \$150 (PER MONTH)

## AD RATES (PER ISSUE) 3X 6X

FULL PAGE	\$2100	\$1740
EDGE AD	\$675	\$550
1/2 PAGE HORIZONTAL	\$1280	\$1035
INSIDE FRONT COVER	\$2625	\$2150
INSIDE BACK COVER	\$2415	\$1900
PAGE THREE	\$2415	\$1980
BACK COVER	\$2835	\$2325
TWO PAGE SPREAD	\$4000	\$3000

## PRINT AD SPECS

(Coastal Lifestyle & Palate)

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM
FULL PAGE	8"x 9.875"	9.25" x 11.125"	8.5" x 10.375"	9" x 10.875"
SPREAD	16.75" x 9.875"	18.25" x 11.125"	17.25" x 10.375"	18" x 10.875"
1/2	8.25" x 5"	N/A	N/A	N/A
EDGE AD	3" x 9.875"	3.25" x 11.125"	3" x 10.375"	3.486" x 10.875"

**Frequency:** 6 issues per year  
**Shelf Life Estimation:** 6-12 months  
**Circulation:** 35,000 copies per issue

## Distribution:

- Over 900 select retail shops, boutiques, coffee shops, real estate offices, and home design service centers.
- Select hotels and condos from Mobile, AL to Destin, FL, Louisiana, Mississippi, Mobile, AL, Gulf Shores, AL, Fairhope, AL, Pensacola, FL, Destin, FL, 30A, Panama City, and Ft. Walton Beach, FL.
- Local area distribution in six counties: Mobile, Baldwin, Escambia, Okaloosa, Santa Rosa, and South Walton.

## Readership:

- Over 175,000 readers per issue
- 4-5 readers per magazine
- Age group 25-65
- Average annual household income \$100K-250k
- Readership Female 70% Male 30%

**Coastal Lifestyle allows readers to experience content across multiple platforms.**



## CLOSING DATES

PUBLISHING DATES	ADS DUE
jun / Jul	may 20
aug / sep	jul 18
oct / nov	sep 16
dec / jan	nov 11
feb / mar	jan 20
apr / may	mar 20



DINING/FOODS/COOKING

# COASTAL Palate

*This is how we eat!*



Coastal Palate is regionally distributed as part of Coastal Lifestyle Magazine and distributed to more than 900 select restaurants, coffee houses, boutiques, retail shops, real estate offices, home design centers, and vacation condos along the Gulf Coast. Our publication covers all aspects of the epicurean lifestyle, giving readers a taste of what the Gulf Coast has to offer!

Each department and feature is dedicated to entertaining - dishing out the latest on restaurants, premier culinary events, food and wine, spirits, beers and breweries, tempting recipes, and more!

We offer customized advertising packages to meet your needs, with print and digital options to increase the overall reach and visibility of your message.

Coastal Palate and Coastal Lifestyle allow readers to experience content across multiple platforms, extending the reach and influence of our editorial and advertising messages to all demographics.

All website ads are linked directly to the URL/landing page of your choice. Our website is formatted for many mobile platforms including Apple and Android devices, ensuring your ad receives optimum exposure in a readable format.

### WEBSITE AD RATES (per month)

**Banner Ad: \$500**

**Homepage Sidebar Ad: \$200**  
Only 5 spots available!

**Department/Feature Article Page: \$150**  
Only 3 spots available!

### AD RATES (PER ISSUE) 4X 8X

FULL PAGE	\$2100	\$1740
EDGE AD	\$675	\$500
1/2 PAGE HORIZONTAL	\$1280	\$1035
INSIDE FRONT COVER	\$2625	\$2150
PAGE THREE	\$2415	\$1980
TWO PAGE SPREAD	\$4000	\$3000

## COASTALPALATE.COM

## COASTALLIFESTYLEMAGAZINE.COM

### Sidebar Ads

Coastal Lifestyle  
Coastal Palate

Homepage Sidebar  
300 x 200

Department Page Sidebar  
300 x 200



### CLOSING DATES

PUBLISHING DATES	ADS DUE
apr / may	feb 1
jun / Jul	apr 1
aug / sep	jun 1
oct / nov	aug 1

### Homepage Banner Ads

Coastal Lifestyle: 970 x 250

Coastal Palate: 300 x 200

# EVERYONE LOVES MAGAZINES!

90% of ADULTS  
READ MAGAZINES



93% OF THOSE UNDER  
35 READ MAGAZINES



95% OF THOSE UNDER  
25 READ MAGAZINES



Reading a magazine is an intimate, involving experience.  
The average reader spends twenty - one minutes reading each issue.

Base: U.S. adults 18+ Source: GFK MRI, Fall 2015

## FILE HANDLING & SPECS

Please make every effort to submit your ad on time.  
Ads coming in after deadline create issues with the client,  
the printer, and so on.

All Files Must be 300dpi and 100% in Size.

Please do not send PDFs with printer marks.

All Files Must be CMYK.

Please make all ads Press Ready PDFs  
or 300dpi CMYK JPGs.

## PUBLISHER

Mitch Roberts  
mitch@coastallifestylemagazine.com  
850.712.8468

## PRODUCTION QUESTIONS

Dave Cole  
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david@coastalpalate.com  
850.324.0732

## AD DESIGN

Ask your Account Representative about  
Ad Design Pricing!

We have a team of talented creatives standing  
by to make your advertising plan come to life.

