

850

magazine

MEDIA KIT



850 BUSINESS MAGAZINE
CURRENT. QUOTABLE. WELL-READ.

Welcome



REACH THE CAPITAL CITY'S MOST INFLUENTIAL DECISION-MAKERS

From Madison to Pensacola, Northwest Florida is home to one of the state's brightest and most promising economies, influenced by emerging industries, global investments, eco-friendly enterprise, new real estate offerings and leading-edge research and development.

Within our pages and on our website, the award-winning 850 – The Business Magazine of Northwest Florida is dedicated to telling the dynamic story of the region's exciting new role in state, national and international marketplaces. We do this through insightful features, in-depth spotlight stories on people,

places and businesses and comprehensive articles on business trends and perspectives.

A team of handpicked business writers provides compelling stories that focus on the region's dazzling array of expertise and industries. 850 is the only publication dedicated to keeping a finger on the pulse of business in Northwest Florida.

Verifiable direct-mail distribution means that 850 reaches the decision makers in Northwest Florida. Our distribution puts your message at the fingertips of business leaders throughout the 18-county region.

MAILING ADDRESS

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EMAIL
info@rowlandpublishing.com

FAX (850) 807-5037

FLIPBOOKS
issuu.com/rowlandpublishing

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FIND US ONLINE

850businessmagazine.com
rowlandpublishing.com



@850BizMag

HERE'S WHAT OUR ADVERTISERS HAVE TO SAY

"We are a professional office, and we want to do business with other professionals. 850 Magazine is one of the places professionals go to learn about what's going on in the area."

— *Stewart Proctor, shareholder, Structure Commercial Real Estate*



Daniel Wagnon, JR Long, Stewart Proctor

"I feel it really captures the pulse of the regional, national and international marketplace."

— *Dustin Frost, Auxiliary Service Coordinator, TCC Conference and Events Department*



Dustin Frost

"Lots of people have told me they saw my ad in 850, and I have been hired to take on several new cases since I began advertising."

— *Susan L. Kelsey, Owner, Kelsey Appellate Law Firm*



Susan L. Kelsey

"Several businesses, developers and investors have reached out to us as a result of our ad. We are proud to be a partner of 850 Magazine."

— *Chris McCall, Senior Advisor, McCall Commercial - Counts Real Estate Group*



Chris McCall

"We believe in 850 Magazine just like we believe in Tallahassee Downtown."

— *Jay Revell, Executive Director, Tallahassee Downtown Improvement Authority*



Jay Revell

ADVERTISE WHERE YOUR CUSTOMERS ARE

Position Yourself on the Platforms Promoting the Best 850 has to Offer

850 BUSINESS MAGAZINE is the only magazine that has a verified and qualified distribution and circulation model where we guarantee we are reaching the vertical market of decision-makers in Northwest Florida.

We are excited to announce the 850 brand is now reaching more of your target market than ever before through our various web and social media channels, as well as our email and integrated marketing.

By taking advantage of the competitive pricing we offer, you can reach this unique market of consumers through print, email and text message marketing, web, video, social media and more! All package elements provide exposure over a 12-month period.

ONLINE PRICING (Gross Rates**)**ONLINE ADS**

| | |
|-----------------------------|---------------|
| Online Ad (300 x 600) | \$1,595/month |
| Online Ad (Feature Gallery) | \$1,295/month |
| Online Ad (300 x 250) | \$1,100/month |
| Wallpaper | \$2,595/month |
| Pushdown | \$2,195/month |
| Sidekick | \$2,195/month |
| Top Ad Pushdown | \$2,195/month |
| Expandable | \$1,995/month |
| Footer | \$1,595/month |

DIGITAL VISIBILITY

| | |
|----------------|-------------|
| E-Newsletter | \$895/blast |
| Blog | \$895/post |
| Custom Video | \$995/video |
| Standard Video | \$595/video |

SOCIAL MEDIA

| | |
|--------------------------|-------------|
| Ad in Social Media Video | \$395/video |
| Facebook Post | \$350/post |
| Twitter Post | \$80/post |
| Instagram Post | \$80/post |
| LinkedIn Post | \$35/post |

**PRINT PRICING** (Gross Rates**)

Click-thru on digital magazine flipbook included.

FULL COLOR (Per issue)

| | 1X | 4X |
|-----------|-----------|-----------|
| Full page | \$3,555 | \$ 3,335 |
| 1/2 page | \$1,995 | \$1,865 |
| 1/4 page | \$ 1,555 | \$ 1,375 |

PREFERRED POSITIONS (Per issue)

| | 4X |
|--|-----------|
| Inside Front (page 2) | \$3,685 |
| Inside Back Cover | \$3,635 |
| Back Cover | \$3,835 |
| Two Page Spread | \$5,399 |
| Next to Table of Contents/Publisher or Editor Letter | \$3,635 |
| Page 3 | \$3,735 |

NOTES

Barn Door/Gate Fold/Centerfold/Insert (quote upon request)

Other special positions: Add 15% for guarantee

Click-through on digital magazine flipbook included.

OUR CIRCULATION MODEL (DIRECT MAIL)*

| | |
|---|--------|
| Business Owners, Presidents, CEOs, COOs, Professional Offices | 13,699 |
| Associations | 467 |
| CEOs of Top 225 Florida Private Companies | 225 |
| CEOs of Top 125 Florida Public Companies | 125 |
| Top Florida Lobbyists | 362 |
| Local and State Government Leadership | 162 |
| Advertisers, Subscribers | 460 |
| Thomasville Businesses | 100 |
| Extended distribution* | 2,000 |

TOTAL CIRCULATION**17,600**

* Our team of 10 regional account representatives hand-deliver copies to select organizations who have requested copies to distribute to their clients — including commercial brokers and lenders as well as developers. Four regional banking institutions have agreed to internally distribute copies to more than 100 regional locations to be placed on branches' coffee tables. Newsstand sales at Books-A-Million, Barnes & Noble and Walgreens and subscriptions are marketed via RPI's two regional consumer publications.

** Terms: Recognized advertising agencies will be eligible for a 15% commission based on ad material and signed insertion order being submitted by deadlines. Late fee of \$100 will apply for materials submitted after deadline; billed upon publication net 30 days; finance charged of 1.5% per month will apply to accounts not paying within billing terms.

THE 850'S BEST EVENTS

Brand your company with some of the most exclusive events the 850 has to offer through sponsorship opportunities. Take advantage of unique exposure through print, digital, social media, videography and event attendee experience specifically with your brand or services. Additional information available upon request.

PINNACLE AWARDS



They're moving forces in business and community, A-listers with A-plus personalities who face challenges head-on and are determined to make their world a better place. 850 Business Magazine is proud to present the Pinnacle Awards, an honor designed to shine the spotlight on women in our region who have set high standards for themselves and exceeded them, who are a moving force in private business and nonprofit organizations that help the needy in our society or promote community interests. We ask our readers to nominate women they feel deserve the honor and present each woman with an award and a bio in 850 Business Magazine.

VARIOUS LEVELS OF SPONSORSHIP ARE AVAILABLE:

| | |
|--|----------|
| Presenting Sponsor (1) | \$20,000 |
| Gold Level Sponsors (3) | \$15,000 |
| Silver Level Sponsors (3) | \$10,000 |
| Bronze Level Sponsors (3) | \$7,000 |
| Media Sponsors (4) | \$5,000 |
| Supporting Sponsors (3) | \$3,000 |



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PROPRIETARY TITLES



Tallahassee Magazine



Emerald Coast Magazine



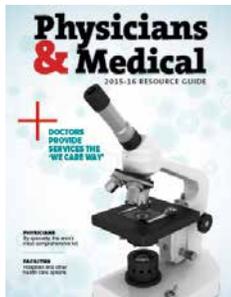
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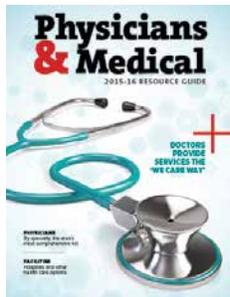
Northwest Florida Weddings & Honeymoon Destinations



Tallahassee Newcomer



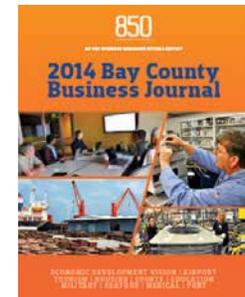
Emerald Coast Physicians & Medical Resource Guide



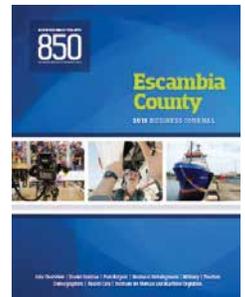
Tallahassee Physicians & Medical Resource Guide



Tallahassee Business Journal

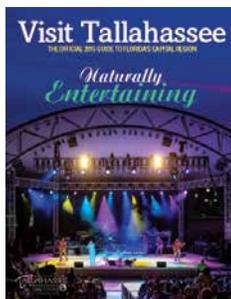


Bay County Business Journal



Escambia County Business Journal

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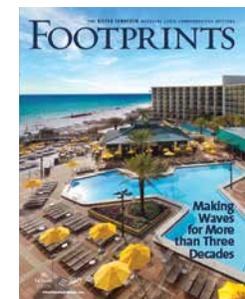
Visit Tallahassee Visitor's Guide



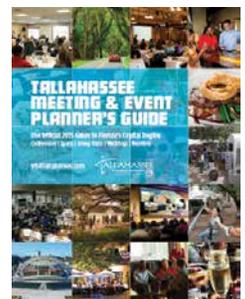
Sandestin Living Magazine



Panama City Beach Official Vacation Planner



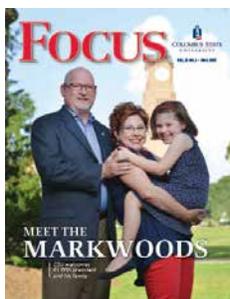
Footprints Hilton Sandestin Magazine



Tallahassee Meeting & Event Planner's Guide



Unconquered Seminole Boosters Magazine



Columbus State University Alumni Magazine



Florida Cancer Specialists Magazine



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Beach Dreams by Wyndham Vacation Rentals