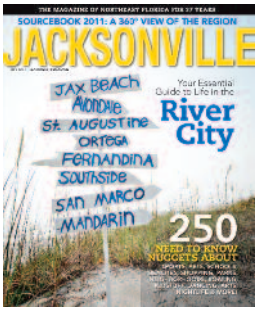
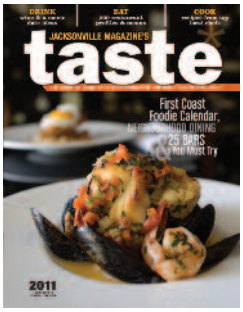
2012 media kit

JACKSONVILLE

THE MAGAZINES OF NORTHEAST FLORIDA FOR 28 YEARS





1261 King Street | Jacksonville, Florida | 904.389.3622 | fax 904.389.3628 | JacksonvilleMag.com

JACKSONVILLE MAGAZINE 2012

The Jacksonville Brand

JACKSONVILLE MAGAZINE

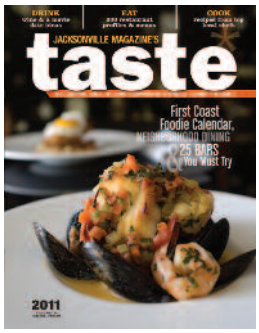
Reaching more than 120,000 Northeast Florida readers monthly, *Jacksonville Magazine* is the place to turn for the news and dialogue on culture, dining, trends, people and the arts. Readers turn back to our pages as the authoritative source and trusted voice in our city—which we have been for over 28 years.

904

904 is Northeast Florida's business & executive life authority. Celebrating its fifth year in print, *904* has established itself as the city's leader in covering the people, issues and businesses affecting life in Northeast Florida. In 2010, we launched an official partnership with the Jacksonville Regional Chamber of Commerce to produce its in-house newsletter as part of each bi-monthly edition of *904*.

BRIDE

Unlike other wedding magazines, *Bride* is written by people who live and love in Northeast Florida, and know the best local sources for everything a bride needs. Reaching more local brides yearly through newsstand sales, events, client and retail distribution and our annual Great Wedding Giveaway sweepstakes, *Bride* is devoted to being the Northeast Florida wedding industry's ultimate guide.



TASTE

The city's only free-standing, Northeast Florida-specific dining publication of its kind, *Taste* reaches tens of thousands of readers annually, providing the utility and effectiveness of a guidebook, with the style and sophistication only *Jacksonville*-brand magazines can deliver. **(2x a year)**

HOME

Focusing on the vibrant local design community, *Home* delivers the same voice, wit and authority as its parent title on the subject of beautiful residences—from architecture to interiors, to products and people. Reaching more than 200,000 readers each year, our twice-annual publication is devoted to smart design and those who feel passionate about it.

JACKSONVILLEMAG.COM

Our online extensions of the *Jacksonville* brand deliver the same professional quality of writing and design as our magazines through blogs, a weekly e-newsletter and other web-based products—all created to provide our readers with just about anything a Jacksonvillian would need to feel connected to our region and city.

Demographic Profile

GENDER

Male 41%
Female 59%

AGE

ages 25-44 16%
ages 35-64 74%

EDUCATION

college degree 48%
post graduate degree 18%

AVERAGE HOUSEHOLD INCOME

51% $75,000-$150,000

EMPLOYMENT

Executive Management 15%
Professional 12%
Business Owner 8%

HOME VALUE

$200,000-$475,000 54%

BUYING HABITS

90% Women's Apparel
81% Dining & Entertainment
81% Men's Apparel
68% Furniture
64% Auto
41% Education
29% Jewelry

DINE OUT

3-5 times per week 26%
5-10 times per week 30%

DO YOU BELIEVE ADVERTISING INFLUENCES YOUR BUYING DECISION?

YES 84%
NO 16%

Source: Jacksonville Magazine Subscriber Survey & CVC Audit

Circulation & Distribution

WHERE CAN YOU FIND JACKSONVILLE MAGAZINE?

Jacksonville Magazine reaches the region as the premier resources for area dining, entertainmen and so much more.

RETAIL STORES

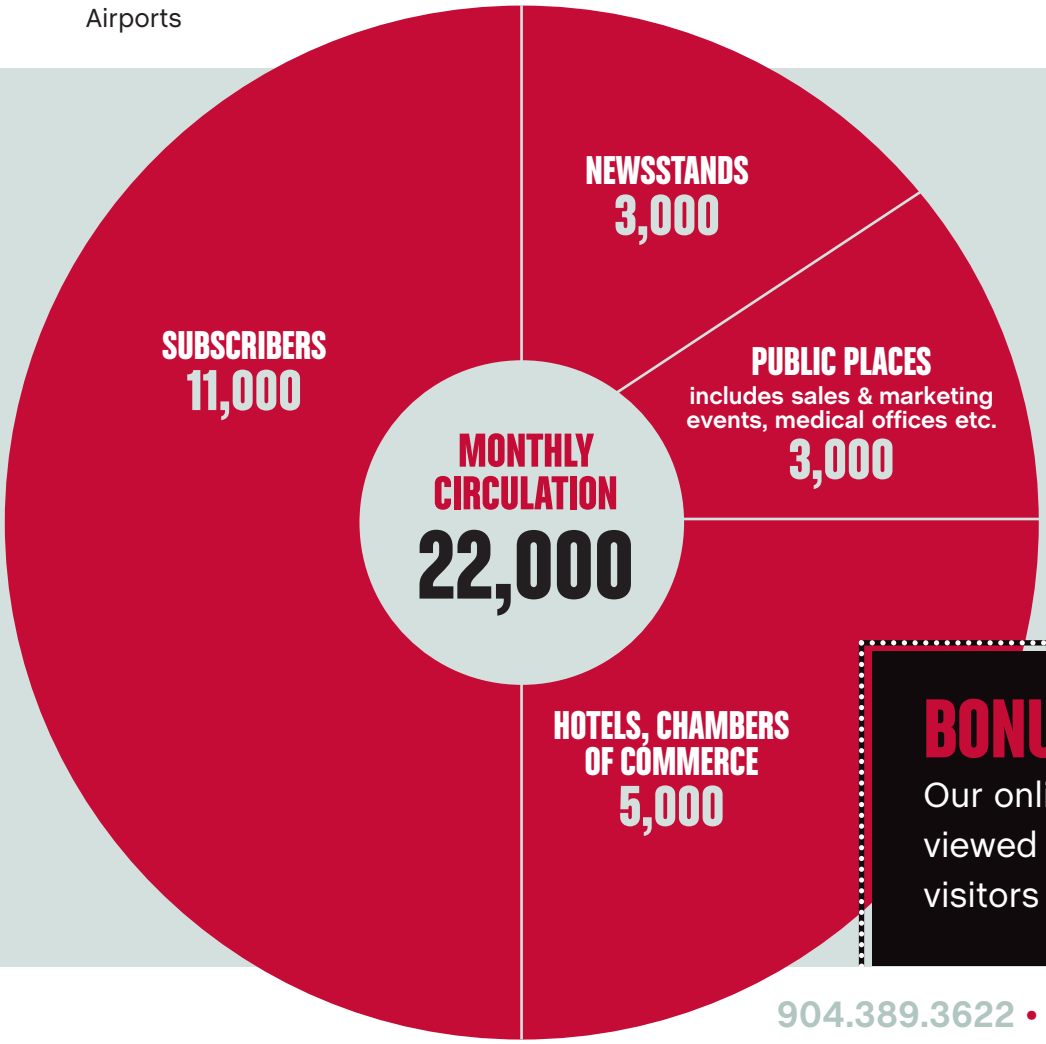
Publix (55 locations)
Winn-Dixie (25 locations)
Whole Foods
Fresh Market (2 locations)
Barnes & Noble (3 locations)
Books a Million (2 locations
Book Nook
Book Mark
Chamblin's Book Mine
Hotel Gift Shops
Hospital Gift Shops
Airports

AREA HOTELS

Jacksonville Magazine is in more than 40 hotels from Amelia Island to St. Augustine

REAL ESTATE OFFICES

ReMax
Watson Realty
Coldwell Banker
Prudential Realty
5 Area Chambers of Commerce



BONUS

Our online digital editions are viewed by more than 11,000 visitors every week.

JACKSONVILLE MAGAZINE 2012

Editorial Calendar

JANUARY BEST OF JACKSONVILLE

Best (& Worst) of Jacksonville
Top 25 Restaurants
Healthy Living
Home Design Quarterly
Private School Guide
*New Year, New You

FEBRUARY

10 Most Beautiful Women of Jacksonville
Health: Heart-Healthy Tips, Taking Care of Your Teeth, The "Eyes" Have It
The Real Value of an MBA
Prime Time: Anti-Aging Behaviors
Cars 2012
Spring Travel

*Tom Coughlin Jay Fund
*Valentine's Day Gift & Dining Guide
*Women in Business
Jacksonville Magazine's Taste

MARCH KIDS ISSUE

The Kids Issue
Fashion On a Shoestring Budget
Health: World Kidney Day, Colon Cancer Awareness Month
Home Design Quarterly
Spring's Best Festivals
Farm-To-Table Restaurants

*Summer Camps, Programs & Pre-K
*Sports Medicine
Jacksonville Magazine's Bride

APRIL

Spas & Healing Retreats
Spring Fashions
Back to the Beaches

*Best Lawyers
*Health: Cosmetic Surgery Q&A
Jacksonville Magazine's Home

MAY

The Players Championship
Continuing Education
Health: Senior Living/Assisted Living, Cosmetic Surgery, Pain Management
Cover Model Fashion Show Rewind
Summer Travel

*Mom/Dad/Grad Gift Guide
*Amelia Island

JUNE

Top Doctors
St. Augustine
Home Design Quarterly
Summer Fashions

*Jewelry
*Medical Professional Profiles

JULY SOURCEBOOK

Healthcare
Shopping
Dining
Schools
Parks
Kidstuff
Pets
How "Jax" Are You?
Jacksonville Magazine's Taste

AUGUST PET ISSUE

The Pet Issue
Cosmetic Surgery Update
Private School Guide
Children's Health Guide
Eat Cheap, But Well
Fall Travel
What's Hot!

*Jacksonville Charitable Register

SEPTEMBER FOOD ISSUE

The Food Issue
Acute Care Clinics
Cultural Arts & Entertainment Calendar
Men's Fashions

*Caring Chefs Program
*Fitness
Jacksonville Magazine's Bride

OCTOBER

Boutique Shopping
Dream Parties Planning Guide
Latest in Cosmetic Dentistry

*First Coast Dental Profiles
*Race for the Cure Program
Jacksonville Magazine's Home

NOVEMBER

Holiday Entertaining
Home Design Quarterly
Education
Health: Diabetes Awareness, Pregnancy & Fertility
Senior Living Life Transitions

*Holiday Gift & Dining Guides
*Contest: Ultimate Shopping Package

DECEMBER

Christmas on the First Coast
Cosmetic Surgery Update
Best Gifts 2012: $30 or Less

*First Coast Holiday Events Calendar
*Holiday Gift Guide
*Chef Profiles

Red designates a supplement publication • *Special Advertising Sections and/or Overruns • Forecast is subject to change.

JACKSONVILLE MAGAZINE 2012

Rates & Closing Dates

JACKSONVILLE MAGAZINE ADVERTISEMENTS:

	1x	3x	6x	12x
Spread	$5435	$4890	$4600	$3950
Full	3425	3075	2915	2530
2/3	2875	2585	2450	2085
1/2 Island	2535	2280	2150	1850
1/2	1995	1785	1670	1450
1/3	1545	1380	1305	1125
1/6	920	840	785	680
1/12	n/a	300	270	220

COVERS:

	1x	3x	6x	12x
Back	$5205	$4570	$4375	$3800
Inside Front	4270	3910	3705	3150
Inside Back	4105	3750	3560	3035
Page 3	3800	3400	3225	2785

LISTINGS:

Dining Guide $200 Annually

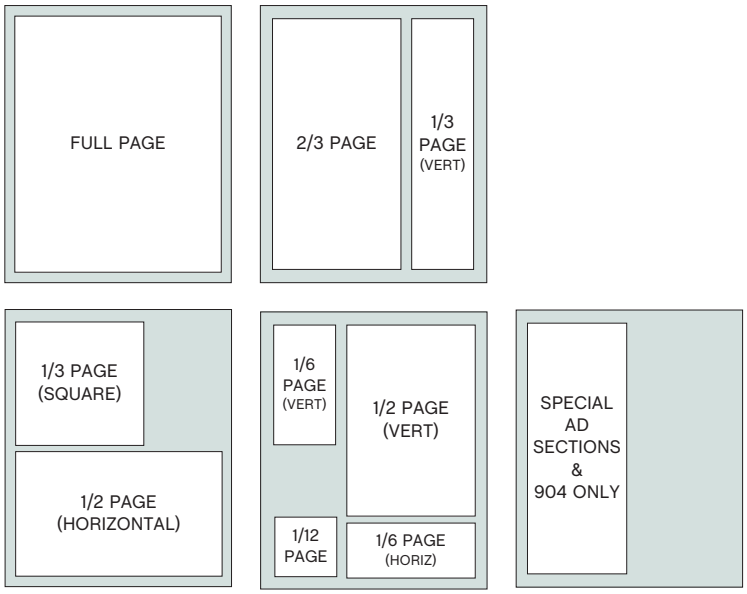
2012 DEADLINES:

January 12/10
February 1/10
March.....2/10
April 3/11
May 4/11
June 5/10
July 6/10
August 7/11
September.....8/10
October 9/9
November 10/10
December.....11/9

- **PREFERRED POSITION**
  10% premium on an issue-by-issue basis, excluding cover positions.
- **INSERTS/GATEFOLDS/BELLY BANDS**
  Available. Contact Anna Marie Burke for more information.
- **FTP SITE**
  Upload available. Contact the ad coordinator at ads@jacksonvillemag.com

JACKSONVILLE BRIDE ADVERTISEMENTS:

	1x	2x
Full	$2450	$2250
2/3	1910	1765
1/2	1620	1330
1/3	1125	1025
1/6	760	620
Directory	325	275



JACKSONVILLE MAGAZINE 2012

Advertising Specs

2-PAGE SPREAD (BLEED) .....(TRIM SIZE) 18" wide by 10 7/8" deep
NOTE: Pull out bleed 1/8" past trim on all sides.

2-PAGE SPREAD (NON-BLEED) .....16 7/8" wide by 9 7/8" deep

FULL PAGE (BLEED).....(TRIM SIZE) 9" wide by 10 7/8" deep
NOTE: Pull out bleed 1/8" past trim on all sides.

FULL PAGE (NON-BLEED) .....7 7/8" wide by 10" deep

2/3 PAGE (VERT.).....5 1/8" wide by 10" deep

1/2 PAGE (VERT.) .....5 1/8" wide by 7 3/8" deep

1/2 PAGE (VERT. SPECIAL SECTIONS & 904 ONLY) .....3 7/8" wide by 10" deep

1/2 PAGE (HORIZ.) .....7 7/8" wide by 4 7/8" deep

1/3 PAGE (SQ.) .....5 1/8" wide by 4 7/8" deep

1/3 PAGE (VERT.) .....2 1/2" wide by 10" deep

1/6 PAGE (VERT.) .....2 1/2" wide by 4 7/8" deep

1/6 PAGE (HORIZ.) .....5 1/8" wide by 2 3/8" deep

1/12 PAGE (SQ.) .....2 1/2" wide by 2 1/4" deep

ACCEPTABLE SOFTWARE FILE FORMATS: PDF, QuarkXPress, Illustrator, InDesign and Photoshop only

SPECIAL INSTRUCTIONS: White Publishing Company prints following Standard Web Offset Printing (SWOP) guidelines using 4C process inks on glossy stock and it is perfect bound.

FILE TYPES ACCEPTED: tiff (CMYK) 300 dpi minimum; jpeg (CMYK) 300 dpi minimum; eps or pdf. All spot colors will convert to CMYK. Advertiser is responsible for all trapping.

FILE TYPES NOT ACCEPTED: Microsoft Word, PowerPoint, Word Perfect, Corel Draw, Publisher

DELIVERY: Ads may be e-mailed to **ads@jacksonvillemag.com**, or sent to 1261 King St., Jacksonville, FL 32204. Content, color and final reproduction quality are contingent upon the materials furnished and are the responsibility of the advertiser.

PRODUCTION CHARGES: Ads created by Jacksonville Magazine's art department may be supplied to the advertiser on CD for a fee of $95 per CD.

FTP UPLOAD AVAILABLE: Contact ad coordinator.

OVERRUNS/REPRINTS/INSERTS/BIND-INS: Call your account executive for specs/estimate.

For space reservation or additional information, call your account executive at 904.389.3622.

JACKSONVILLE MAGAZINE 2012

Web Advertising

JacksonvilleMag.com

TOTAL PAGE VIEWS PER MONTH
23,000

TOTAL VISITORS PER MONTH
9,000

Source: Google Analytics

ONLINE ADVERTISING OPTIONS:

	Size	Location	Monthly Cost
Rectangle/Pillow	300 x 250	Homepage	$400
Leaderboard	728 x 90	Homepage	495
E-Newsletter	Twice Monthly	The Dish	99
Dine • Shop • Do		Website Daily	50

facebook twitter

ADDED VALUES: Jax Mag clients also benefit from daily posts of Facebook and Twitter. Over 10,000 followers and counting.

300 x 250 Pillow

736 x 90 Leaderboard