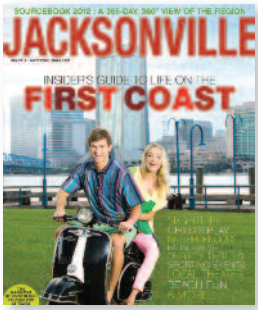
2013 media kit

JACKSONVILLE

THE MAGAZINES OF NORTHEAST FLORIDA FOR 29 YEARS



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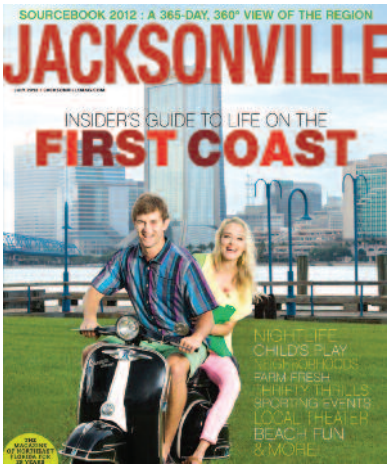
JACKSONVILLE MAGAZINE 2013

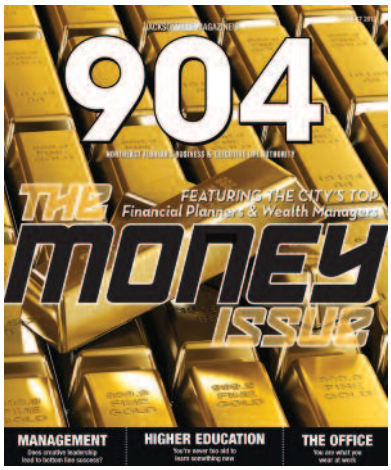
the Jacksonville *brand*



JACKSONVILLE MAGAZINE

MONTHLY

City regional lifestyle magazine for Northeast Florida, including Amelia Island and St. Augustine.



904

BI-MONTHLY

Northeast Florida's business & executive life authority.

BRIDE

2X A YEAR

The premier wedding publication in the market.
Spring and Fall.

TASTE

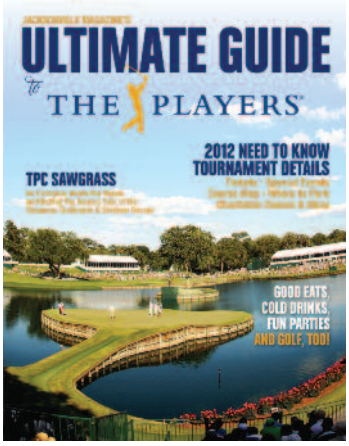
2X A YEAR

Menu, dining and entertainment resource. Spring and Fall. *Supplement*

HOME

2X A YEAR

Essential guide to homes, gardens and stylish living. *Supplement*



ULTIMATE PLAYERS GUIDE

ANNUAL

The region's most comprehensive guide to THE PLAYERS Championship PGA TOUR golf tounament.
Supplement

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%

SOURCES:
Jacksonville Magazine Subscriber Survey
Postal & CVC Audit

Circulation & Distribution

WHERE CAN YOU FIND JACKSONVILLE MAGAZINE?

Jacksonville Magazine, the most widely distributed lifestyle publication in the region, is the premier resource for area dining, entertainment and so much more.

RETAIL STORES

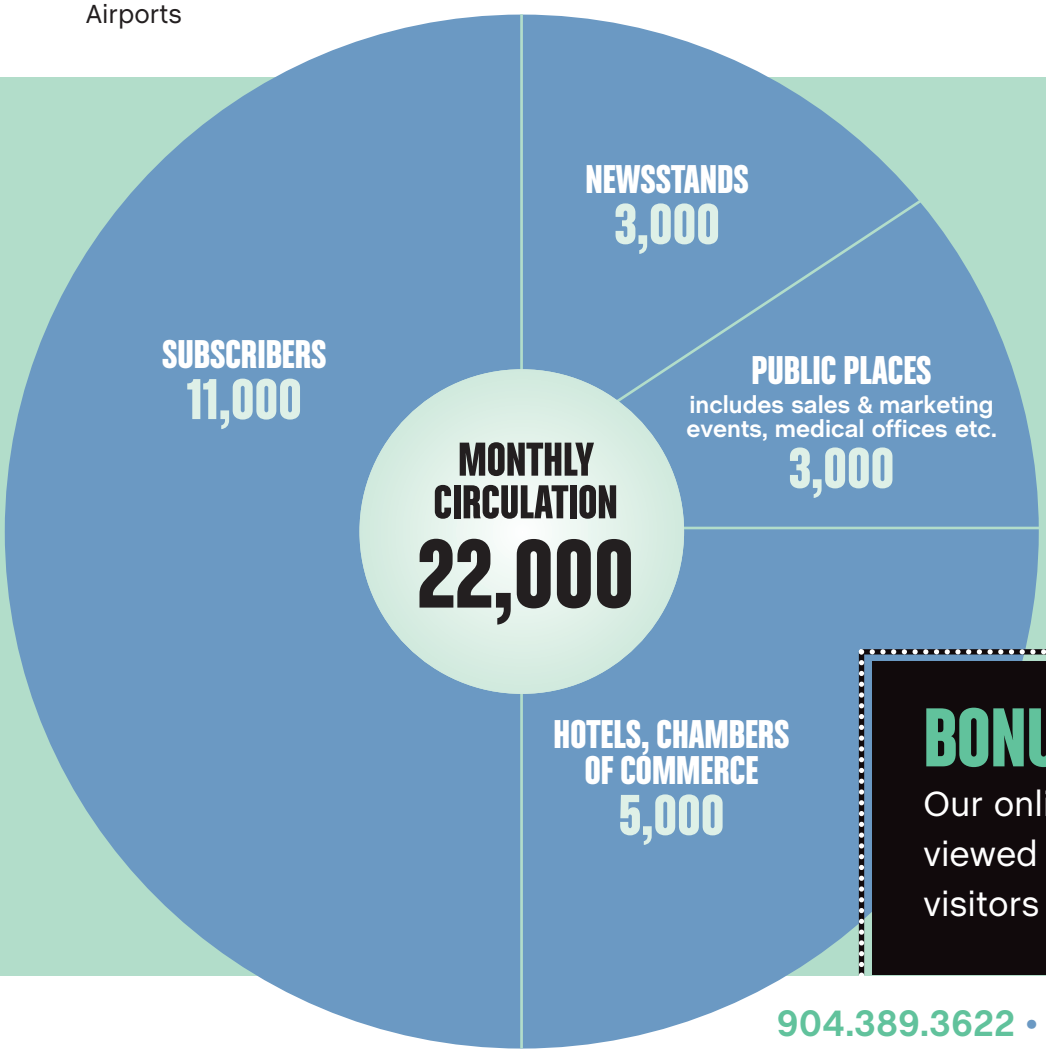
Publix (55 locations)
Winn-Dixie (25 locations)
Whole Foods
Fresh Market (2 locations)
Barnes & Noble (3 locations)
Books a Million (2 locations
Book Nook
Book Mark
Chamblin's Book Mine
Hotel Gift Shops
Hospital Gift Shops
Airports

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 2013

Editorial Forecast

JANUARY TOP 50 RESTAURANTS

Top 50 Restaurants
Healthy Living
Home Design Quarterly
Private School Guide

*Jax Anniversaries & Celebrations
*Resolve/Reinvent

FEBRUARY BEAUTIFUL WOMEN

10 Most Beautiful Women of Jacksonville
Health: Heart-Healthy Tips, Taking Care of Your Teeth, The "Eyes" Have It
Go Red for Women
Prime Time: Anti-Aging Behaviors
Cars 2013
Spring Travel

*Valentine's Day Gift & Dining Guide
*Women To Watch

Jacksonville Magazine's Taste

MARCH KIDS ISSUE

Jacksonville Fashion Week
Children's Health Guide
Home Design Quarterly
Summer Camps
Farm-To-Table Restaurants • Beaches

*Tom Coughlin Jay Fund
*Pediatric Profiles

Jacksonville Magazine's Bride

APRIL BEST LAWYERS

Spas & Healing Retreats
Spring/Summer's Best Festivals & Events Guide
Back to the Beaches

*Lawyers Profiles
*Health: Cosmetic Surgery Q&A

Jacksonville Magazine's Home

MAY BEST OF JACKSONVILLE

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

Ultimate PLAYERS Guide

JUNE TOP DOCTORS

St. Augustine
Home Design Quarterly
Summer Fashions

*Jewelry: Custom Designs
*Physician Profiles

JULY CITY GUIDE

Best Neighborhoods
Shopping
Dining
Schools
Parks
Kidstuff
Pets
Churches

*Jax Top 50 Realtors

Jacksonville Magazine's Taste

AUGUST PET ISSUE

Pets/Reader Contest
Cosmetic Surgery Update
Private School Guide
Fall Travel
What's Hot!

*Veterinarian Profiles
*Charitable Events Register

SEPTEMBER BEST NEIGHBORHOODS

The Food Issue
Acute & Urgent Care Clinics
Holiday & Catering Parties Planning Guide
Men's Fashions

*Caring Chefs Program
*Fitness

Jacksonville Magazine's Bride

OCTOBER WOMEN'S ISSUE

Cultural Arts & Entertainment Calendar
Boutique Shopping
Breast Cancer Breakthroughs
Health: Pregnancy & Fertility
Spa & Beauty Update

*Race for the Cure Program

Jacksonville Magazine's Home

NOVEMBER BEST DENTISTS

Holiday Entertaining
Home Design Quarterly
Education
Health: Diabetes Awareness

*Dentist Profiles
*Holiday Gift & Dining Guides

DECEMBER HOLIDAYS ISSUE

Christmas on the First Coast
Cosmetic & Aesthetics Update
Best Gifts 2012: $30 or Less
Senior Living Life Transitions

*First Coast Holiday Events Calendar
*Holiday Gift & Dining Guides
*Chef Profiles
*Contest: Ultimate Shopping Package

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

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JACKSONVILLE MAGAZINE 2013

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

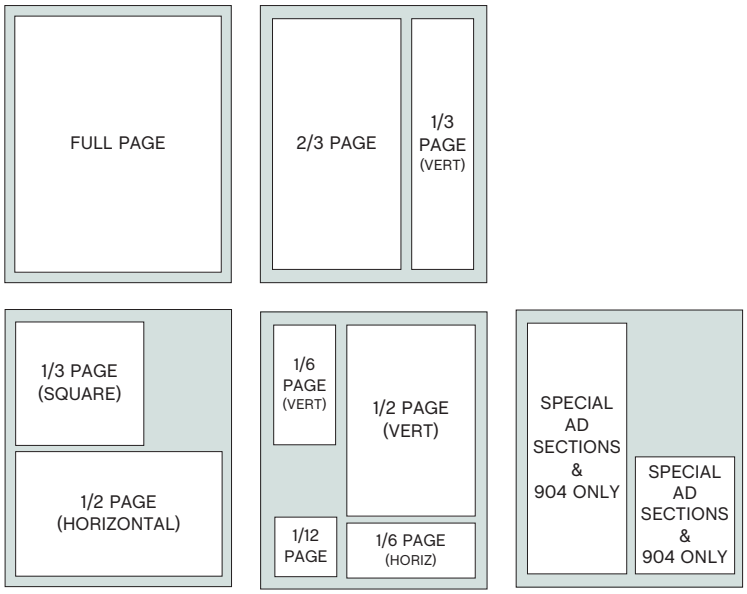
2013 DEADLINES:

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 2013

Advertising Specs

JACKSONVILLE MAGAZINE / HOME / PLAYERS GUIDE ADVERTISEMENTS:

2-PAGE SPREAD (BLEED) .....(TRIM SIZE) 18" wide by 10 7/8" deep
NOTE: Pull out bleed 1/8" past trim on all sides. Keep all live matter 1/4" inch in from trim edge.

FULL PAGE (BLEED).....(TRIM SIZE) 9" wide by 10 7/8" deep
NOTE: Pull out bleed 1/8" past trim on all sides. Keep all live matter 1/4" inch in from trim edge.

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 (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
1/6 PAGE (HORIZ. SHARE PAGES IN JAX MAG ONLY).....3 3/4" wide by 2 7/8" deep
1/12 PAGE (SQ.) .....2 1/2" wide by 2 1/4" deep
1/2 PAGE (VERT. SPECIAL SECTIONS & 904 ONLY) .....3 7/8" wide by 10" deep
1/4 PAGE (VERT. SHARE PAGES IN JAX MAG & 904 ONLY).....3 5/8" wide by 4 3/8" deep
1/2 PAGE (HORIZ. MARKETPLACE IN JAX MAG ONLY) .....8" wide by 4 5/8" deep
1/4 PAGE (VERT. MARKETPLACE IN JAX MAG ONLY) .....3 7/8" wide by 4 5/8" deep

TASTE / HOME / PLAYERS GUIDE ADVERTISEMENTS:

2-PAGE SPREAD (BLEED).....(TRIM SIZE) 14" wide by 9" deep
NOTE: Pull out bleed 1/8" past trim on all sides. Keep all live matter 1/4" inch in from trim edge.

FULL PAGE (BLEED).....(TRIM SIZE) 7" wide by 9" deep
NOTE: Pull out bleed 1/8" past trim on all sides. Keep all live matter 1/4" inch in from trim edge.

1/2 PAGE (HORIZ.).....6" wide by 3 7/8" deep
1/4 PAGE (VERT.) .....2 7/8" wide by 3 7/8" deep
1/6 PAGE (VERT. PLAYERS GUIDE ONLY) .....1 7/8" wide by 3 7/8" 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 2013

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

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