

Media Kit

TFM



Tallahassee's magazine for real people, real families.

It's about the things that matter most and the people who make it all happen. It's for Tallahassee's families and the way they make Tallahassee such a special place. More credible, less cluttered means people actually see and believe your advertising.

tallahasseefamilymagazine.com



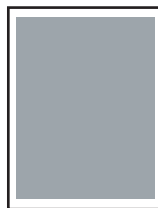
Advertising Rates: 2017

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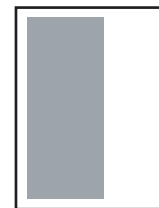
	4x	2x	Open
Inside Front Cover	\$2000	\$2200	\$2600
Inside Back Cover	\$1900	\$2000	\$2200
Back Cover	\$2100	\$2300	\$2500
Page 5	\$1950	\$2150	\$2350
Full	\$1650	\$1850	\$2050
Double Truck	\$3050	\$3375	\$3750
1/2 Horizontal or Vertical	\$1200	\$1400	\$1600
Directory Listing	\$150	\$250	\$350



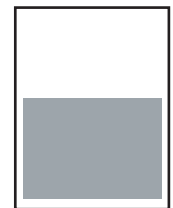
Double Truck
w/ Bleed
8.5x17



Full Page
w/ Bleed
8.5x11



1/2 Page
w/ Bleed
5.5x11



1/2 Page
w/ Bleed
8.5x5.5

TRIMMED: 8.5"x11" with 1/8" bleed.

TERMS: All invoices are net 15 days from order date.

AD DESIGN: All ads are subject to prior approval. Ads must be submitted at no less than 300 dpi as either PDF or JPEG files. Design services are available upon request.

DEADLINES : Space reservations are due 30 days prior to the publication date for each issue. Ad submission is due 15 days prior to the publication date of each issue.

publisher@tallahasseefamilymagazine.com

For advertising information:
Miriam Dady, Advertising Director
850-528-5484
miriam@alcommarketing.com

Tallahassee Family Magazine, LLC
508 Capital Circle SE Ste D3
Tallahassee, FL 32301
850.385.7762

Make checks payable to:
Tallahassee Family Magazine
Pay online at:
AlcomMarketing.com



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2017 EDITORIAL CALENDAR

EDITION	SPACE DEADLINE	ART DEADLINE	DISTRIBUTION
Spring	February 15	February 24	March 15
Summer	May 15	May 24	June 15
Fall	August 15	August 24	September 15
Winter	November 15	November 24	December 15

MARKET STANDARDS

- Full page or half page advertising to our standards that are created to deliver your message with compelling visuals and text.
- Limited number of ads are allowed in each issue. No more than 33 percent of our magazine is available for ad space.
- A special opportunity for selected businesses that want to be listed in our “Business Directory”.
- Full online version available at *TallahasseeFamilyMagazine.com*. All print ads remain on-line for 12 months.

Printed quarterly and distributed in all local news racks, POS, direct mail subscription, and placement at all Leon County Library branches. On line daily views average 300.

- We limit ad content to less than 33% of the magazine.
- Ad sizes are half-page, full-page, and double-truck.
- Business Directory listings are also available that are text only with contact information.
- We publish an average of 10,000 copies per quarter.
- Ad rates are negotiable and special multi-media ad packages are available for first-time advertisers.
- Ad rates range from \$150 to \$3200 per issue depending on size and location within the magazine. All rates are net.
- All ad placements include a 12-month ad in our digital version available at *TallahasseeFamilyMagazine.com*.

