

Media Kit

# TFM

TALLAHASSEE FAMILY MAGAZINE



## 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](http://tallahasseefamilymagazine.com)

Tallahassee Family Magazine, LLC

508 Capital Circle S.E Ste D3

Tallahassee, FL 32301

850.385.7762



# Advertising Rates: 2019



## Print Pricing

	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

## On-Line Pricing

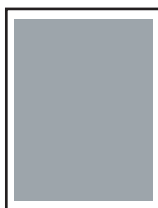
	per month
In Article	\$895
Sidebar	\$595
Listing	\$125

## Mobile Pricing 500 texts per send

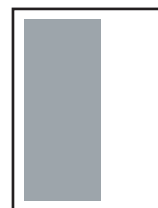
SMS Text	\$50
Directory Listing	\$150



Double Truck  
8.5x17



Full Page  
8.5x11



1/2 Page  
5.5x11



1/2 Page  
8.5x5.5

TRIMMED: 8.5"x11" with 1/8" bleed. (live area for ad is .25" less than trim size.)

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 45 days prior to the publication date for each issue. Ad submission is due 30 days prior to the publication date of each issue.

**[publisher@tallahasseefamilymagazine.com](mailto:publisher@tallahasseefamilymagazine.com)**

For advertising information:  
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850.385.7762  
[annette@alcommarketing.com](mailto:annette@alcommarketing.com)

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Make checks payable to:  
Tallahassee Family Magazine  
Pay online at:  
[AlcomMarketing.com](http://AlcomMarketing.com)





## 2019 EDITORIAL CALENDAR

EDITION	SPACE DEADLINE	ART DEADLINE	DISTRIBUTION
Spring	January 15	February 1	March 1
Summer	April 15	May 1	June 1
Fall	July 15	August 1	September 1
Winter	October 15	November 1	December 1

### 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*.

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# QUARTERLY DISTRIBUTION

## —JANUARY 2019—

**DIRECT DELIVERY** 10,000

- County Libraries
- Schools
- Grocery Stores
- Community Centers
- Churches
- Bookstores/Newsstands
- Retail
- Childcare

**DIRECT MAIL** 550

**ONLINE EDITION** 81,900

**TOTAL QUARTERLY DISTRIBUTION** 92,450

