beachLIFE

MAGAZINE | ADVERTISING 2021

INSPIRATION + DISCOVERY FROM THE
EMERALD COAST AND BEYOND

DISTRIBUTION

500,000
Total Annual Reach

60,000
Annual Distribution in
120 locations

700+
Issues in 360 Blue
Vacation Homes

BeachLIFE is a complimentary publication for locals and visitors to the 30A/Destin area. Our readers are consummate travelers, artists, adventurers, sophisticates and epicures who enjoy a visual guide to the people, places, products, and lifestyle as related through our magazine. Over **60,000** hard copies are distributed annually, with weekly distribution to various upscale businesses along the 30A corridor and throughout Destin. This includes hand-placing copies in over **700** of the finest vacation home rentals on the Emerald Coast. When coupled with a digital email distribution of over **200,000** prior 30A/Destin guests, the result is an unparalleled reach to an affluent readership and audience along the Emerald Coast. BeachLIFE Magazine offers full-page ads only.

DIGITAL REACH + VISIBILITY

In addition to the print exposure, we produce an online flipbook with live links to all the advertisers' web pages from their ads. The publication will be promoted and exposed through the following digital and social platforms:

Facebook: 65,000 followers (*value per post: **$975**)

E-newsletter: 200,000 on subscriber list—one email sent out to database per week (*value per email sent: **$5,250**)

Digital Flip-book: to be sent to all guests prior to arrival through e-newsletter. The enhanced listings in the digital version of the magazine will have click-through links to their respective website, in addition to the local favorite designation, website and featured highlights listed.

The 360 Blue concierge will also make referrals to advertisers!

Values based on $15 CPM

DEADLINES

Space + Materials: January 15, 2021

Artwork: February 1, 2021

Submitting Files Electronically

Email or Dropbox artwork to: production@rowlandpublishing.com

RATES

Back Cover	$10,000
Front Inside Covers (Left & Right Reads)	$5,000
Back Inside Covers (Left & Right Reads)	$5,000
Before Table Of Contents	$4,500
Across From Table Of Contents (Right Read Ad)	$4,000
Full Page - Right Read Only	$3,000
Enhanced Listing	$595

production@rowlandpublishing.com

ACCEPTABLE FILES

PRESS READY PDF | PREFERRED OPTION

The following versions of files formatted for the Mac platform may be submitted: InDesign, Illustrator, Photoshop. If you are using IBM-compatible platforms to produce your ads, we recommend saving your files as 300 dpi Photoshop EPS files at 100% size.

ILLUSTRATOR AND INDESIGN SPECS

All associated fonts must be converted to outline. Convert and save files for CMYK process color. All photos must be flattened, at least 300 dpi at placed size and must be in .psd, .tiff or .jpg format.

PHOTOSHOP SPECS

Files must be flattened and at least 300 dpi at final size. Convert and save files for CMYK process color.

COMMON AD PROBLEMS TO AVOID

Please check your ad for these errors before uploading.

• Incorrect dimensions
• Text outside the safety area
• Non-bleed ads that bleed (and vice versa)
• Low-resolution images
• Images not converted to CMYK
• Spot color/PMS used in the color space
• Position marks or color bars in the live area
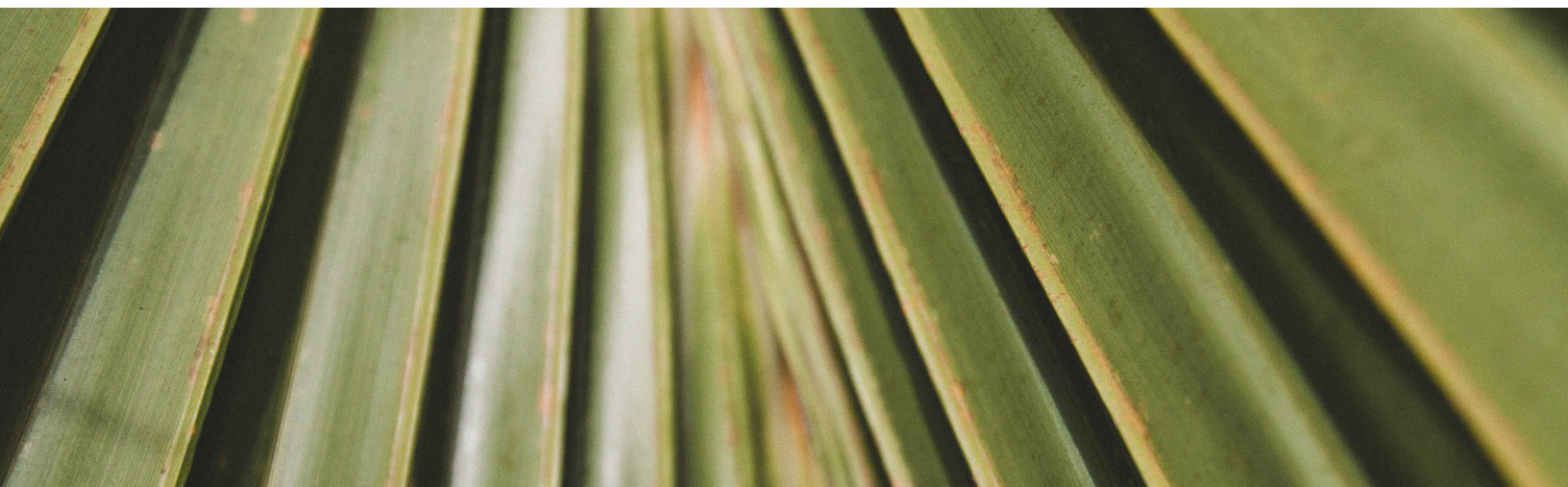
Publication Trim Size: 7.5" x 10.875"
This is the finished size of the magazine

Safety: 0.25" from trim on all sides
All text and important info must be inside this area
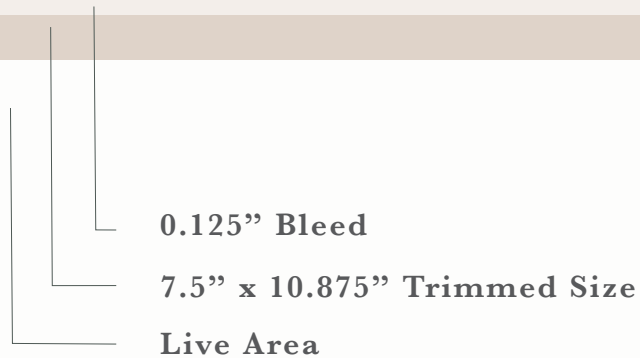
Bleed: 0.125" beyond trim on all sides
When any image or element on a page touches the edge of the page,
you need to include an additional 0.125" bleed on all sides.

Image Resolution: 300 dpi

Color Space: CMYK only; no spot color or RGB

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0.125" Bleed

7.5" x 10.875" Trimmed Size

Live Area

Full Page Ad Size With Bleed: 7.75" x 11.125"

Bleeds: When any image or element on a page touches the edge of the page, you need to include an additional 0.125" bleed on all sides.

Trimmed Ad Area: Finished size of the magazine.

Live Area: Keep all live elements (text or images that don't bleed off page) 0.25" inside the trim on all sides to make sure it's not cut off.

Ad Guidelines
No more than 3 photos
No more than 2 fonts
No starbursts
No discounts, offers or coupons
No more than 35 words, which includes headlines*

In addition to that, you can add contact information (URL, address, phone). If a legal disclaimer is needed, that is the only exception to the word count.

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Thank You for Advertising!