

2020 MEDIA KIT

WINNER Best Overall
Written and Best Consumer
Magazine in Florida

Ocala Magazine

The ultimate in gracious central florida living

YOUR CONNECTION TO OVER
120,000 AVID READERS

BETTER THAN THE BEST!

OM

OCALA MAGAZINE RATE CARD



Internet

- Premium search engine optimization through ocalamagazine.com
- Partnerships with City of Ocala and Chamber of Commerce
- Social Media exposure to 16,000 **LOCAL, ORGANIC** followers
- Digital direct mailing to 50,000 plus readers

Distribution

- Exclusive distribution at HITS
- Placement in hotels, restaurants, physicians' offices, hospitals and businesses
- Distribution in Marion, Alachua, Citrus, Sumter and The Villages
- **Direct mailing** to homes valued over \$300,000
- **Direct mailing** to City and County leaders/officials
- **Over 120,000** readership

Print

- Award winning graphic design, writing and professional photography
- Glossy, high quality paper
- Trusted brand recognition since 1980
- 10,000 copies with 120,000 + readership

ADVERTISING RATES

	1x	4x	6x	12x
Spread	\$4,800	\$4,000	\$3,700	\$3,400
Full	\$3,600	\$2,600	\$2,145	\$1,942
1/2	\$2,790	\$1,690	\$1,455	\$1,315
1/4	\$1,500	\$1,100	\$855	\$780
1/8	\$900	\$580	\$510	\$445

ADVERTORIAL RATES

Cover + 2 page spread	\$10,000
4 page feature story	\$6,400 (\$1,600 per page)
3 page feature story	\$5,400 (\$1,800 per page)
2 page feature story	\$4,200 (\$2,100 per page)

REPRINT RATES (4-COLOR)

Copies	2-page	4-page	8-page
1,000	\$850	\$1,375	\$2,400
2,000	\$1000	\$1,625	\$2,600
2,500	\$1,050	\$1,750	\$2,400
3,000	\$1,450	\$1,850	\$2,800
4,000	\$1,600	\$2,125	\$3,000
5,000	\$1,700	\$2,375	\$3,200
10,000			\$4,200

Exact reprint prices are net (non-commissionable). Reprints require approximately 10 working days after payment and an approved proof. Reprints with modifications (i.e. call to action, coupons) are commissionable and require a quote.

352.622.2995 • 352.622.9200 FAX
www.ocalamagazine.com

743 E. FORT KING ST. OCALA, FL 34471
facebook.com/ocalamagazine

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OCALA MAGAZINE SPEC SHEET

Publication trim size: 9" x 10.875"

SIZE REQUIREMENTS

ad size	inches	live area***
full page (no bleed) *	9" x 10.875"	7.625" x 9.625"
Full page (w/ bleed) *	9.25" x 11.125"	7.5" x 9.625"
Spread (w/ bleed)	18.5" x 11.125"	15.25" x 9.625"
1/2 hor.	7.3036" x 4.6786"	all inset text 1/4"
1/2 vert.	3.5" x 9.46781"	all inset text 1/4"
1/4	3.5365" x 4.6781"	all inset text 1/8"
1/8	3.5365" x 2.275"	all inset text 1/8"

LIVE AREA

*** Live area refers to the area within an ad or a page to keep all text, logos and important information inside of in order to meet our ad specifications and publication standards. Any ad where material goes outside of this live area will be rejected and must be re-submitted. In certain cases a fee will apply.

* Full page ads are vertical only – no broadside ads

GENERAL INFORMATION

DEADLINE DATE FOR RESERVING SPACE:

30 days preceding the issue date.

DEADLINE FOR ART, COPY, CONTENT:

Must be in our hands no later than the 15th of the month one month preceding the issue date.

ELECTRONIC DATA:

OCALA Magazine is printed digitally. Questions concerning artwork submission should be directed to the Art Department at (352) 622-2995 ext 309 or artdept@ocalamagazine.com

FORMATS (IN ORDER OF PREFERENCE)

1. Collected files in Adobe InDesign 2.0 or higher. Be sure to include fonts and images ("package") (including EPS files).
2. PDF - high resolution 300 dpi
(We reserve the right to rasterize PDFs when necessary)
3. Adobe Illustrator EPS or Ai file.
ALL type should be converted to paths or supplied.
4. 300 dpi TIFF or JPG (with minimal compression).

IMAGES:

300 dpi at 100% scale for CMYK or greyscale images;
600 dpi-1200 dpi for bitmapped images.

FONTS:

Must include both printer and screen fonts.

COLOR PROOF:

When applicable supply high end color proofs.

SUBMISSION:

1. CD Rom, Zip, FTP (for information call Art Dept.)
2. Email files 10MB or less (we recommend zipped files for Mac)

BILLING AND TERMS:

New accounts will pay their first insertion in advance. Accounts are billed 30 days before issue, with net due on the 1st of the month of issue date. Accounts remaining unpaid after 30 days will have a 11/2% service charge added for an annual rate of 18%.

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OCALA MAGAZINE 2020 EDITORIAL CALENDAR



FEBRUARY

- HITS issue
- Go Red Heart Month: Heart Health
- Honoring African Americans (black history month)
- Valentine's Gift Guide Shopping
- Romance: Stella's 100 dates couple

MARCH

- Live Oak International
- The Private School Guide
- People and Their Pets Feature
- 1st Annual Made in Marion — local craftsmen, artisans, chefs, designers, artists, etc.
- Cigar feature
- Saddle Makers

APRIL

- At Home issue
- HOME insert: Builders/Real Estate Special Section
- Marion County's Top Volunteers
- Parade of Homes
- Bridal Trends & Resources
- Building a Better Wheelchair: IHMC

MAY

- The Woman issue
- Women of Influence Feature
- National Military Appreciation Month
- Parade of Homes
- Trends in Interior Design
- Summer Camps Guide
- Mother's Day Celebration Ideas

JUNE

- The Man issue
- Men of Influence Feature
- Honoring Fathers
- Gift Guide for Dads
- Quick Summer Vacations
- Summer Movie Guide

JULY

- Red Hot and Cool Blue Summer Issue
- 40 Under 40
- Red hot summer fashion
- Red hot - metal workers
- Cool blue summer water spots
- Cool-down summer frozen treats
- Back to School Guide
- Wedding Trends
- HOME insert: Builders/Real Estate Special Section

AUGUST

- Food and Drink issue
- 2020 Cover Model Contest Finalists
- What's In Your Fridge?
- Chefs and their specialties
- Mixologists and their specialties
- Local, Organic Shopping Guide: wines, produce, meat
- BBQ Pros - tips, tricks and recipes

SEPTEMBER

- Arts issue
- 2020 Cover Model Contest Winner Reveal
- State of the Arts
- Tattoo stories and meanings
- Fall Fashion & Beauty Feature
- Wedding Guide

OCTOBER

- Ocala After Dark — graveyard shift jobs and nightlife options
- Top Docs
- Celebration of Nurses
- State of the Arts
- Wedding Guide
- HOME insert: Builders/Real Estate Special Section

NOVEMBER

- The Charitable Giving Issue
- 2019 OM Charity Register WHITE BOOK
- AI and National Security: Ken Ford
- Our Shop Local Guide
- Wetland Groundwater Recharge Park
- HS Sports OM MVP

DECEMBER

- Nirvanah Cover & Story
- Better Than the Best
- Multicultural Holidays
- That's So 2019 "out list"
- TEDxOcala After-coverage/speakers and topics
- HS Sports OM MVP

JANUARY 2021

- Town & Country Issue
- 2020 Person of the year
- Fashion
- HS Sports OM MVP
- Ocala vision
- Winter destinations

IN EVERY ISSUE: *Everything Equine, Health Journal, The Dining Out Restaurant Guide, Arts and Entertainment, Happenings, Spotlight on Charity, Fashion & Beauty Trends, State of the City, State of Marion County, High School OM MVP, Local Music Scene, Kiwanis Korner, Rotary Circle, Looking Back with HOPS, Recipe*

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OCALA MAGAZINE 2020 CHARITABLE SOCIAL CALENDAR

January

Dining in the Dark

February

Appleton Feast Under the Stars

March

Kimberly's Center

April

Marion Senior Services

May

VOCAL Fur Ball

June

Live Oak International

July

Royal Dames Debutante Ball



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