

# 2021-22 MEDIA KIT

**WINNER** Best Overall  
Written and Best Consumer  
Magazine in Florida

## OCALA MAGAZINE

*Gracious Living in the Horse Capital of the World*

YOUR CONNECTION TO OVER  
**120,000** AVID READERS

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BETTER THAN THE BEST!

# 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.

# SPEC SHEET

## SIZE REQUIREMENTS

Publication trim size: 9" x 10.875"

ad size	size	live area***
Full page (w/ bleed)*	9.25" x 11.125"	7.5" x 9.375"
Spread (w/ bleed)	18.5" x 11.125"	15.25" x 9.375"
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"

**RED BORDER** represents the bleed area 9.25" x 11.125".

**GREY BOX** represents the trim size 9" x 10.875"

**WHITE BOX** represents the 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 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.

### FORMATS (IN ORDER OF PREFERENCE)

1. Collected files in Adobe InDesign. 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:

Email files 10MB or less (we recommend zipped files for Mac). If the files are too large for email, send via WeTransfer.com

### 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%.

# 2021-22 EDITORIAL CALENDAR

## JANUARY 2021

- Scot Brantley: Ocala's greatest sports icon
- Ocala's 2020 Person of the Year
- Winter in Horse Country
- Charity: Horse Fever / MCA

## FEBRUARY

- HITS Issue
- True Romance: Local Stories
- Black History Month:  
One Ocala One America
- Gardening: Crepe Murder

## MARCH

- Live Oak International
- Saving the Ocklawaha River
- St. Patrick's Day: local flavors

## APRIL

- At Home Issue
- Pets of Influence
- Horse Racing: Florida-breds with a crack at the Kentucky Derby (May 1)
- Parade of Homes

## MAY

- The Women Issue
- Women of Influence Feature
- Mother's Day ideas (gifts, trips, F&B)
- Summer Camp Guide
- Celebration of Nurses

## JUNE

- The Man Issue
- Men of Influence Feature
- Celebrating the High School Graduates
- Summer Vacays

## JULY

- The America Issue
- 40 Under 40 Feature
- Area springs: Nature and Frivolity
- Clever 4th of July celebrations

## AUGUST

- Back to School Issue

- Feature: A Return to Normalcy?
- 2021 Cover Model Contest Finalists
- Food and Drink Special: Area culinary magicians

## SEPTEMBER

- Arts Issue
- 2021 Cover Model Contest Winner
- College Football Preview
- Celebrating the Working Man

## OCTOBER

- Ocala After Dark
- Wedding Guide
- HOME Insert: Builders/Real Estate Special Section

## NOVEMBER

- Charitable Giving Issue
- 2021 OM Charity Register White Book
- Shop Local Guide
- Looking Back: How Ocala used to celebrate Thanksgiving

## DECEMBER

- Holiday Issue
- OM High School Sports Honorees
- Assessing the effects of COVID
- The many faces of Santa Claus around the world

## JANUARY 2022

- Town & Country Issue
- Ocala's Person of the Year
- Winter in Horse Country
- Profile: Diane Gullett, School Superintendent

## FEBRUARY

- HITS Issue
- Valentine's Day: Gift ideas, creative dating
- Black History Month
- Profile: Sandra Wilson, City Manager

## MARCH

- Live Oak International

- Made In Marion: local craftsmen, artisans, etc
- St. Patrick's Day: superstitions & traditions

## APRIL

- At Home Issue
- Pets of Influence (animal version of our 'Men and Women of Influence')
- Parade of Homes

## MAY

- The Women Issue
- Women of Influence Feature
- Summer Camp Guide
- Celebration of Nurses

## JUNE

- The Man Issue
- Men of Influence Feature
- Celebrating the High School Graduates
- Affordable vacations the kids think are extravagant

## JULY

- The America Issue
- 40 Under 40 Feature
- Area springs: Nature and Frivolity
- Clever 4th of July celebrations

## AUGUST

- Back to School Issue
- 2021 Cover Model Contest Finalists
- Food and Drink Special: Area culinary magicians

## SEPTEMBER

- Arts Issue
- 2021 Cover Model Contest Winner
- College Football Preview
- Everyday Heroes

## OCTOBER

- Ocala Gothic
- Wedding Guide
- HOME Insert: Builders/Real Estate Special Section

### REGULAR ITEMS INCLUDE:

*Everything Equine • From the Mayor • State of the City • State of the County • Charity of the Month  
Socially Speaking • Spotlight on the service clubs • Looking Back (Ocala history) • Medical Journal*

# 2021-22 CHARITABLE & SOCIAL EVENT CALENDAR

## January 2021

World Equestrian Center opening

## February 2021

HITS – Horses In The Sun – Winter Circuit

## March 2021

Cattle Drive & Cowboy Roundup

## April 2021

Earth Day

## May 2021

Celebration of Nurses

## June 2021

Guns N Hoses Firefighter Fundraiser

## July 2021

Stirrups N Strides

## August 2021

Go Red for Women

## September 2021

VOCAL (Voices of Change Animal League)

## October 2021

Downtown Ocala First Friday Artwalks

## November 2021

Fort King Historical Association

## December 2021

Light Up Ocala

## January 2022

2021 Wrap up of Charities Coverage

## February 2022

HITS – Horses In The Sun – Winter Circuit

## March 2022

Cattle Drive & Cowboy Roundup

## April 2022

Earth Day

## May 2022

Celebration of Nurses

