

MEDIA
PACK



COASTAL Lifestyle

Coastal Lifestyle is a publication dedicated to showcasing art, music, fine dining, beautiful homes, and business owners who embrace the Gulf Coast way of life. We strive to bring our readers exciting stories; great resources for shopping, entertainment, and professional needs; and images from the most talented photographers on the coast.

COASTAL Lifestyle

Ad Rates

Per Issue

SIZE / PLACEMENT	3X	6X
FULL PAGE	\$2100	\$1740
EDGE AD	\$675	\$550
½ PAGE HORIZONTAL	\$1280	\$1035
INSIDE FRONT COVER	\$2625	\$2150
INSIDE BACK COVER	\$2415	\$1900
PAGE THREE	\$2415	\$1980
BACK COVER	\$2835	\$2325
TWO PAGE SPREAD	\$4000	\$3000

DINING / FOODS / COOKING COASTAL Palate *This is how we eat!*

Coastal Palate is regionally distributed as part of *Coastal Lifestyle Magazine* and distributed to more than 900 select restaurants, coffee houses, boutiques, retail shops, real estate offices, home design centers, and vacation condos along the Gulf Coast. Our publication covers all aspects of the epicurean lifestyle, giving readers a taste of what the Gulf Coast has to offer.

DINING / FOODS / COOKING COASTAL Palate *This is how we eat!*

Ad Rates

Per Issue

SIZE / PLACEMENT	2X	4X
FULL PAGE	\$2100	\$1740
EDGE AD	\$675	\$500
½ PAGE HORIZONTAL	\$1280	\$1035
INSIDE FRONT COVER	\$2625	\$2150
INSIDE BACK COVER	\$2415	\$1900
PAGE THREE	\$2415	\$1980
TWO PAGE SPREAD	\$4000	\$3000

Publication & Circulation

Frequency: 6 issues per year

Shelf Life Estimation: 6-12 months

Circulation: 35,000 copies per issue

Distribution

- Over 900 select retail shops, boutiques, coffee shops, real estate offices, and home design service centers.
- Select hotels and condos from Mobile, AL to Destin, FL, Louisiana, Mississippi, Mobile, AL, Gulf Shores, AL, Fairhope, AL, Pensacola, FL, Destin, FL, 30A, Panama City, FL, Fort Walton Beach, FL.
- Local area distribution in six counties: Mobile, Baldwin, Escambia, Okaloosa, Santa Rosa, and South Walton.

coastallifestylemagazine.com
& coastalpalate.com

Website Advertising

Per Post (includes link)

SIZE / PLACEMENT	
HOME PAGE SIDEBAR	\$500
SCROLLING MARQUEE	\$400

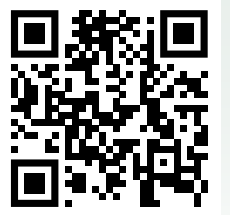
All website ads are linked directly to the URL/landing page of your choice. Our website is formatted for many mobile platforms, including Apple and Android devices, ensuring your ad receives optimum exposure in a readable format.

Readership

- Over 175,000 readers per issue
- 4-5 readers per magazine
- Age group 25-65
- Average annual income per HH \$100K-\$250k
- Readership Female 70% Male 30%

Coastal Lifestyle allows readers to experience content across multiple platforms.

FOR MORE INFORMATION,
PLEASE USE YOUR PHONE'S
CAMERA TO SCAN THIS QR CODE



@coastallifestylemagazine



Facebook, Instagram, YouTube

Per Post / Commercial (includes link)

SIZE / PLACEMENT	
PRODUCT SPOTLIGHT	\$100 per post
VENDOR HIGHLIGHT	\$100 per post
VENDOR SHOUTOUT	\$100 per post
YOUTUBE SPOT	\$250 4 mo run
YOUTUBE SPOT	\$450 8 mo run

Print Ad Specs for Coastal Lifestyle & Palate

AD SIZE	NON-BLEED	BLEED	LIVE AREA	TRIM	FILE FORMAT & HANDLING
FULL PAGE	8" x 9.875"	9.25" x 11.125"	8.5" x 10.375"	9" x 10.875"	Please See the Back Page for File Handling Information and Formats.
SPREAD	16.75" x 9.875"	18.25" x 11.125"	17.25" x 10.375"	18" x 10.875"	
1/2 PAGE	8.25" x 5"	N/A	N/A	N/A	
EDGE AD	3" x 9.875"	3.25 x 11.125"	3" x 10.375"	3.486" x 10.875"	

COASTAL LIFESTYLE PUB. DATES

June / July
August / September
October / November
December / January
February / March
April / May

ADS DUE

May 20
July 18
September 16
November 11
January 20
March 20

COASTAL PALATE PUB. DATES ADS DUE

April / May February 1
June / July April 1
August / September June 1
October / November August 1

Website & Social Media Ad Specs

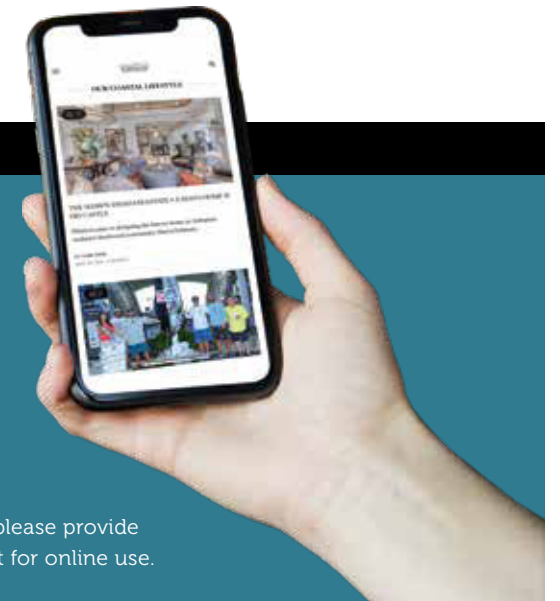
SIDEBAR AD SIZE (coastallifestylemagazine.com & coastalpalate.com)

Homepage Sidebar 300px x 200px (website)

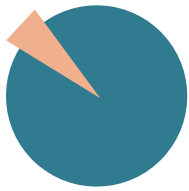
SOCIAL MEDIA (@coastallifestylemagazine)

Lifestyle Sidebar 270px x 164px
Lifestyle Scrolling Marquee 353px x 229px
Coastal Palate Sidebar 300px x 200px

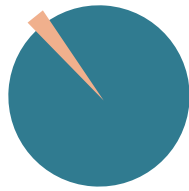
PLEASE NOTE: If you are submitting an ad for Website or Social Media placement, please provide the artwork in a 1/2 page ad size (8.25" x 5" - horizontal or vertical) and we will adjust for online use.



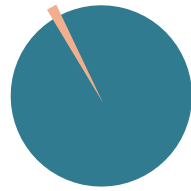
EVERYONE LOVES MAGAZINES!



**90% of ADULTS
READ MAGAZINES**

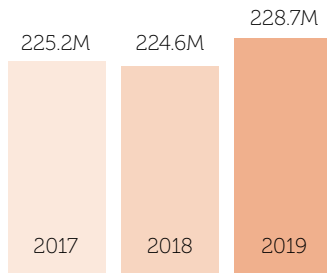


**93% of THOSE UNDER
35 READ MAGAZINES**



**98% of THOSE UNDER
25 READ MAGAZINES**

Reading a magazine is an intimate, involving experience. The average reader spends 21 minutes reading each issue.



In 2019, there were 228.7 million magazine readers aged 18 or older in the United States. This is an increase of more than 4 million readers since the previous year, and the highest figure since 2012, with the trend indicating a slow increase year on year of magazine readers.

Source: www.statista.com 2021

Publisher

Mitch Roberts

mitch@coastallifestylemagazine.com

850.712.8468

Production Questions

Keith Sims

keith@coastallifestylemagazine.com

Ad Design

Ask your Account Representative about Ad Design Pricing!

We have a team of talented creatives standing by to make your advertising plan come to life.

File Handling & Specs

Please make every effort to submit your ad on time.

Ads coming in after deadline create issues with the magazine, the printer, and so on.

- All files must be 300dpi and 100% in size.
- Please do not send PDFs with printer marks.

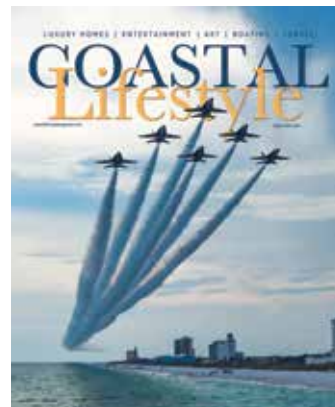


ROOMS WITH A VIEW

An intimate, involving experience in the heart of the city.

There's nothing more intimate than a magazine. It's a quiet, personal experience that allows you to explore the world at your own pace. The average reader spends 21 minutes reading each issue, a testament to the power of the printed word. In a digital age, magazines continue to thrive, offering a unique blend of visual and textual content that can't be replicated on a screen. They provide a curated selection of stories, photos, and insights that cater to a wide range of interests. Whether you're looking for inspiration, entertainment, or practical advice, a magazine is always there for you. It's a place where you can relax, learn, and be entertained all at once. The next time you pick up a magazine, take a moment to appreciate the art and craftsmanship that goes into creating each issue. It's not just a collection of pages; it's a window into a world of possibilities.

By Sara Hill
Photography by Christine Pellegrino



- All files must be CMYK.
- Please make all ads press-ready PDFs or 300dpi CMYK JPGs.