

Only Snowbird Magazine on the Coast!

North Edition

Gulf Coast
Snow **BIRDS**
6th
Year!



The Best Way to reach Snowbirds

- **Now in our 6th Year of Publication**
- **Frequency:** Monthly December through March
- **Focus:** Winter visitors, retirees and potential retirees
- **Distribution:** High traffic areas on the Northern Gulf Coast including Alabama, Florida and new this year, Mississippi Gulf Coast
- **Print, Web and Social Media:** We offer all three
- **Why print?** This market overwhelmingly still prefers print

**Advertise with us
and reach the Snowbirds year-round!**



Snow **BIRDS** Gulf Coast
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What they are saying?

“We just look so forward to your publication each month and appreciate that you do this for us!”

– Ms. Lila from Illinois

“This publication has worked well for us and I would recommend it to anyone trying to build their winter business.”

– Perdido Bay Golf and Country Club

“We’ve been with Snowbirds Gulf Coast since its inception and we consider it an integral part of our winter media plan.”

– Jayna Leach, Sterling Resorts

Four Great Snowbird Editions

Holiday January February Spring

*Distributed before
Thanksgiving*

Welcome

Wellness

*Shelf life through
end of April*

Distribution: Highly targeted to Snowbirds

Locations include visitor centers, RV parks, condo lobbies, rental agencies, recreation centers, libraries, health care facilities, restaurants and many others.

More than 500 locations region-wide from the Florida panhandle to the Alabama Gulf Coast and new this year – the Mississippi Gulf Coast chamber!

Advertising Options

Print Rates	Per edition	Season Package *
Two Page Spread	\$4000	\$14,400
Premier Full Page	\$2400	\$8640**
Full Page	\$2200	\$7820
2/3 Page	\$1800	\$6480
1/2 Page	\$1350	\$4860
1/3 Page	\$1050	\$3780
1/4 Page	\$950	\$3420
1/8 Page	\$575	\$2070

***Season Packages:** include all four edition plus a bonus - one online directory ad – a \$500 value!

****Premier Pages:** available on first come, first serve basis and require season package. These include inside covers, page 3, 5 and 7.

Special Opportunities:

Co-Op: Power buy a full page ad or two page spread and save!
DoubleMarketplace: \$950 season or \$250 per edition
Marketplace: \$575 season or \$175 per edition

Online:

Rotating Button Ads: \$175 per month - six month minimum. 10% discount for full year.
Directory Ad: \$500 per year and includes up to 60 words of copy and link back to advertiser's website.

News releases:

Cost is \$250 per release posted. A link to each release will be posted on the front page for two weeks and linked and archived for one year. Includes up to two images and a link back to the advertiser's website.

Specs: Available upon request.

Terms: A deposit equal to half the total cost required up front and the balance within 30 days of publication. Special accommodations can be made upon request and approval.

