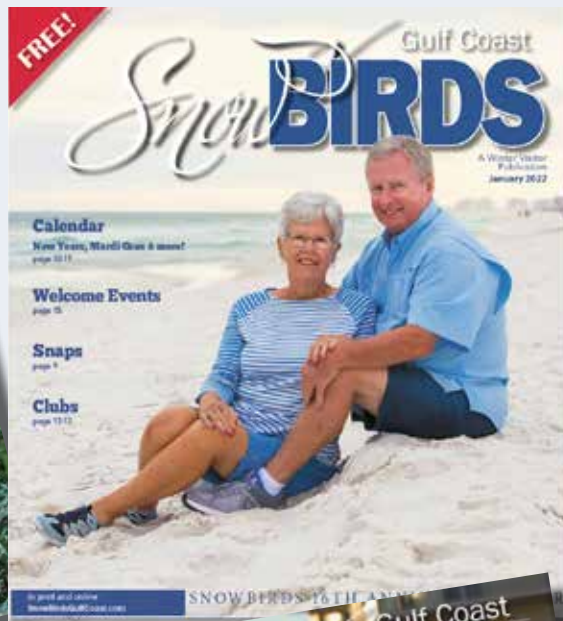


# Gulf Coast Snow BIRDS

## Media Kit 2022-2023



In print and online  
[SnowBirdsGulfCoast.com](http://SnowBirdsGulfCoast.com)

SNOW BIRDS 17TH ANNIVERSARY YEAR

## Smaller package, Expanded reach

Our new more compact size will make its debut in November. Easy to hold (and read), the print magazine remains a most-sought after publication in the region each winter. The pdf version also is posted on our website, pushed out through social media and our e-newsletter "Seasons."

### Perennial influencers bring younger teleworking generations

The majority of "Snowbirds" are retirees of all ages but today they are joined by younger still-working family and friends. This changing dynamic brings more business to the region's traditional slow season with visitors unfazed by cooler weather.

We appreciate you all as we mark our 17th year publishing this magazine. Thanks for the support.

Best,

Karen Harrell  
publisher@snowbirdsgulfcoast.com  
850-291-1266

## New Ad Sizes for 2022-2023

Size	Specs	Single Issue	4 Issue Package
Premier Full Page	9.87w x 9.87d	\$2200	\$8800
Based on availability - Inside front and back, pages 3, 5, 7 & 9			
Full page	9.87w x 9.87d	\$1875	\$6730
Half page - horizontal	9.87w x 4.94d	\$1075	\$3870
Half page - vertical	4.94w x 9.87d	\$1075	\$3870
Quarter page	4.94w x 4.94d	\$575	\$2070
Eighth page	4.94w x 2.47d	\$375	\$1350

## 2022-2023 Deadlines

Issue	Reserve Space	Submit Art
Holiday Issue	Oct. 28	Nov. 3
January	Nov. 15	Dec. 5
February	Jan. 5	Jan. 13
March/Spring	Feb. 10	Feb. 15

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## Full-Season Packages

### Back page package - \$18,500

- Includes top billing on SnowbirdsGulfCoast.com
- Top banner ad on "Seasons" e-newsletter
- Digital Co-branded article 4x per year (content contributed by advertiser) posted on Snowbirds Gulf Coast and included in Seasons and pushed out through social media

### Full-season, full page advertising packages - \$6730

- Ad on the Snowbirds Gulf Coast website – Rotated monthly as requested
- Priority editorial coverage of calendar events in print issues
- Inclusion in print and newsletter (linked) advertiser listings
- Digital Co-branded article 4x per year

### Full-season, half page advertising packages - \$3870

- Ad on the Snowbirds Gulf Coast website – Rotated monthly as requested
- Priority editorial inclusion of calendar events in print issues
- Inclusion in print and newsletter (linked) advertiser listings
- Digital Co-branded article 3x per year

### Full-season, quarter page advertising packages - \$2070

- Ad on the Snowbirds Gulf Coast website – Single ad
- Once-a-month newsletter mention
- Priority editorial inclusion of calendar events in print issues
- Inclusion in print and newsletter (linked) advertiser listings
- Digital Co-branded article 2x per year

### Full-season, eighth page advertising packages - \$1350

- Editorial inclusion of submitted events and news online
- Editorial inclusion of calendar events in print issues
- Inclusion in print and newsletter (linked) advertiser listings
- Digital Co-branded article 1x per year

## Digital Co-branded Articles

Content is contributed by advertiser and posted on Snowbirds Gulf Coast and included in Seasons and pushed out through social media. Cost: \$500