

## DISCOVER COASTAL ALABAMA MAGAZINE

**DINE, SHOP, PLAY, AND EXPLORE!  
FIND THE BEST OF THE COAST  
IN PRINT AND DIGITAL**

**MOBILE • GULF SHORES & ORANGE BEACH • FOLEY  
THE EASTERN SHORE • NORTH BALDWIN • SOUTH MOBILE**

# Your Community Resource

Since its inception, ALABAMA COASTING has been a recognized community resource for businesses, organizations and local governments – helping them reach visitors and active locals. As publishers of Alabama Coasting Magazine since 2010, we have proudly served as ambassadors for our home town and our local communities by telling the stories of the people, places and businesses that make this area so special.

And now, in concert with the Coastal Alabama Partnership, we are proud to introduce DISCOVER COASTAL ALABAMA Magazine. This new publication replaces Alabama Coasting Magazine as the area's premier quarterly visitor's guide and regional resource. However, it does retain the same "coasting" vibe – celebrating our region's life style, culture, attitude, and way of embracing our world.

### DISCOVER COASTAL ALABAMA MAGAZINE

Has the same look and feel as our Alabama Coasting publication:

- Full color with vibrant images, printed on high-quality paper, perfect bound with a polished UV-coated cover.
- Highlighting our coastal communities – Gulf Shores & Orange Beach, Foley, Mobile, the Eastern Shore, North Baldwin and South Mobile.
- Each issue has a central theme to promote a unique aspect of Coastal Alabama – our coastal culinary culture, our amazing natural resources, our music and arts scenes, and our wonderful festivals and events.
- Regular features include an events calendar; a business directory - segmented by region; and full color easy-to-read maps of our Coastal Alabama communities.

### ALABAMACOASTING.COM

Remains the primary website resource for all of our multi-media initiatives:

- DISCOVER COASTAL ALABAMA Magazine will have prominent positioning on the site as a full digital publication – as will VISITCOASTALALABAMA.ORG, the primary digital platform for the communities of COASTAL ALABAMA.
- Discover Coastal Alabama Magazine is also produced in a fully mobilized digital edition with hyperlinks imbedded throughout.
- Alabama Coasting has partnered with local digital marketing firms to enhance our ability to deliver a full menu of services to our advertising partners. Their capabilities include website design, SEO, social media marketing and video production.

### DISTRIBUTION

Discover Coastal Alabama Magazine is produced 4 times a year with 10,000 copies distributed as follows:

- Approximately 70% of the magazines will be distributed in the visitor/ tourist markets of Mobile and Baldwin Counties – such as hotels, condos, and tourist information centers.
- A portion of this distribution will also reach the active locals in the community through local Chambers of Commerce and select venues and high-traffic area businesses.
- Distribution for the remaining 30% focuses on a targeted regional initiative – direct mail to community leaders, legislators, and government officials throughout the Alabama, at select welcome centers and rest stops in north and central Alabama, and in conjunction with Alabama Coasting produced events across the region.

### THE MARKET

Discover Coastal Alabama Magazine helps you reach:

- The 9 million-plus visitors that come to Mobile and Baldwin Counties each year. In 2018, visitors to Gulf Coast Alabama spent over \$6 BILLION on dining, entertainment, and retail.\*
- Through our multi-media platforms, the active locals among the more than 600,000 that call Coastal Alabama home.

\*Source: Alabama Bureau of Tourism. Smith Travel Research.

ALABAMA  
coasting

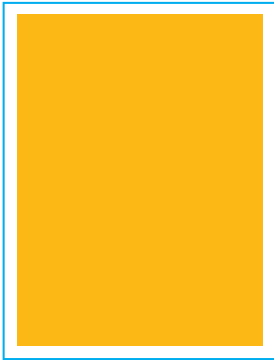
# AMPLIFY YOUR BRAND ■ ENGAGE YOUR MARKET ■ PROMOTE YOUR BUSINESS

This Branding Bundle is designed to create maximum visibility for your business reaching visitors and active locals throughout the Alabama Coast. It makes use of all our print, digital, and social media channels and communities to help you connect to your market.

## INCLUDES:

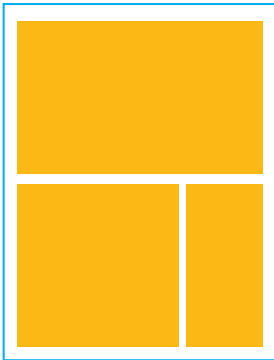
- Full color ad in both the print and digital issues of Discover Coastal Alabama Magazine
- Inclusion in our digital communities
- Enhanced business listing in the magazine
- Hotlinks to your website within the digital issue and from our digital platform
- Promotion as part of our topical E-Blast and through our social media networks.

## PRINT ADVERTISING REQUIREMENTS



Full Page Ad - No Bleed:  
7.625" x 10.125"

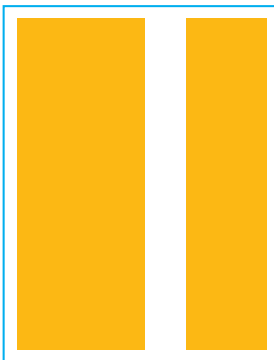
Full Page Ad With Bleed:  
9.375" x 11.875"  
Trim Size: 8.375" x 10.875"  
Live Area Size: 7.625" x 10.125"



Half Page Horizontal:  
7.625" x 4.9375"

Third Page Square:  
5" x 5"

Sixth Page Vertical:  
2.375" x 5"



Half Page Vertical:  
3.6875" x 10.125"

Third Page Vertical:  
2.375" x 10.125"

Print Method: Offset Lithography, 175-line screen

Binding: Perfect

File Format: High-resolution PDF-300 dpi, CMYK, text converted to outlines.

No registration or crop marks please.

File Naming: Please save file with advertiser name, issue and year (e.g. Joes Bar Summer10.pdf).

Ad Delivery: Email, Dropbox, or via CD, DVD or flash drive.

AD SIZE	ANNUAL (4X)	6 MONTH (2X)	3 MONTH (1X)
FULL PAGE .....	\$7,200	\$4,800	\$3,000
Rate per issue .....	\$1,800	\$2,400	
HALF PAGE .....	\$5,600	\$3,800	\$2,400
Rate per issue .....	\$1,400	\$1,900	
THIRD PAGE .....	\$4,400	\$2,900	\$1,900
Rate per issue .....	\$1,100	\$1,450	
SIXTH PAGE.....	\$3,200	\$2,200	\$1,400
Rate per issue .....	\$800	\$1,100	
DIRECTORY LISTING .....	\$1,400	\$1,000	N/A

Up to 35 words included address info

OUTSIDE BACK COVER - plus 30%

INSIDE COVERS - plus 20%

## ADDITIONAL PRODUCTS & SERVICES

### CUSTOMIZED DIGITAL MARKETING SERVICES INCLUDING:

- SOCIAL MEDIA MARKETING
- DIGITAL DISPLAY ADS
- SPECIALTY ADVERTISING CHANNELS
- SEO AND WEBSITE DEVELOPMENT AND MANAGEMENT

### REPUTATION AND LISTING MANAGEMENT

### EVENT AND MARKETING SERVICES INCLUDING:

- CONCEPT DEVELOPMENT, EVENT PROMOTION AND PRODUCTION
- MARKETING AND BUSINESS DEVELOPMENT STRATEGIES
- GRAPHIC DESIGN AND PRODUCTION
- VIDEO AND PODCAST PRODUCTION

## CONTACTS:

David Calametti ♦ 251-623-1751  
David@alabamacoasting.com

Danny Calametti ♦ 832-435-3976  
Danny@alabamacoasting.com

ALABAMA  
**coasting**