

Advertising Placement + Sales Guide



SOUVENIR

MAGAZINE

EXCELLENCE

Northwest Florida's SOUVENIR Magazine

Like the subtle hint of a fragrance, or that curious feeling of déjà vu, SOUVENIR takes you instantly to the crystal white beach.

SOUVENIR is an affluent vacation-lifestyle magazine, pure & simple. Our mission is to bring the unique paradise found along these shores to our readers in every issue. Our publication is packed with places to stay and things to do when visiting South Walton and Destin. Detailed beach descriptions cover all the hotspots. SOUVENIR offers stories of the businesses and vendors that complement the ultimate vacation experience. Additionally, each issue includes LOCAL TIME – a special article bringing you a day-in-the-life look at the best and brightest of the beach in an hour-by-hour photo record of the daily operations, from the moment they unlock the door at morning's light, deep into the night and everything in between.

Destin / South Walton Focus + Reach

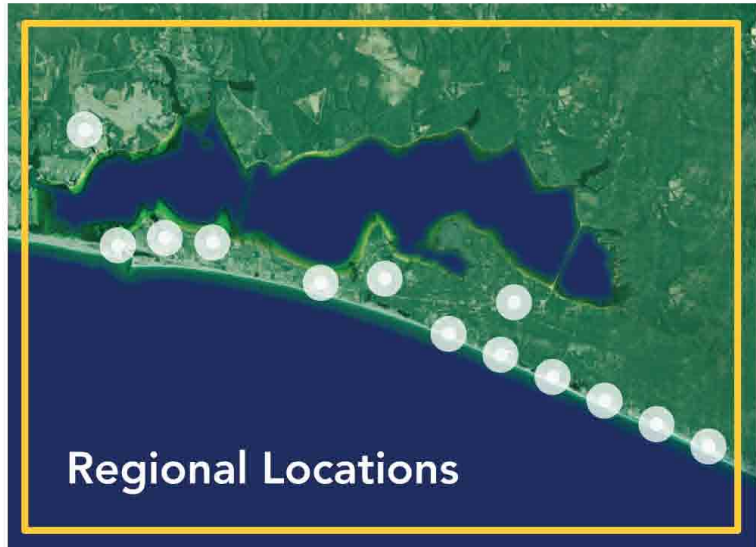
Relevance. It's what makes people pick up SOUVENIR at any one of the 800+ fine establishments where it can be found. Our unique content resonates with readers familiar with the greater Destin and South Walton area. By covering great restaurants, fishing charters and other businesses, SOUVENIR engages a large number of affluent, pre-qualified leads in the form of readers who appreciate the finer things in life – specifically those found here along the Gulf of Mexico. That is the focus we bring to every issue. Our presentation is what sets us apart from the countless other publications on the Emerald Coast. We take the design and photography of our book seriously. It is our duty to our readers to give them a clear lens through which to view their vacation experience, be it future or past. We hold the magazine and ourselves to a higher standard of excellence. Reaching from the simplest Mom & Pop café to the largest of our national distributors, vendors and businesses – the message is simple: No matter where you are, enjoy the beach.

DISTRIBUTION

National Circulation



Regional Locations



Distribution + Development

We print 30,000 magazines, four times a year, seasonally. Each issue we produce is distributed to high traffic areas locally and reaches the drive markets of Atlanta, Nashville, Houston, Dallas, New Orleans, Birmingham and beyond. Complementing the printed version is a dynamic digital edition which is growing exponentially in its reach. Our partners enjoy the exposure and publicity provided by this positioning. SOUVENIR archives the beach experience and creates a record of the people and places that make this place special. In each issue we seek new perspectives, businesses and activities to craft a fresh look at the Emerald Coast and then we do it again and again.

sou•ve•nir | soove'ni(e)r

NOUN: A thing that is kept as a reminder of an event, person, or place.

ORIGIN: Late 18th Century French word meaning 'remembrance'; memory, keepsake or token of remembrance, from Latin subvenire 'occur to the mind'

SOUVENIR

MAGAZINE

ADVERTISEMENT BY AGENT ONLY

DESTINSOUVENIR.COM

AD SPEC SHEET

ADVERTISE

Placement

Each of our six classic advertising formats can be customized to suit your company or event. All include a dynamic web component to successfully promote your brand across multiple media from laptops to tablets to the mobile space.

The FULL PAGE ad is undoubtedly the most reliable format in which to convey your business' message. Powerfully presented, this platform commands 50% of the viewable area.

INSIDE COVERS, both front and back, punctuate our readerships' experience with either the first or final memorable message of the magazine. This can be an exceptionally effective stage from which to convey your brand or message.

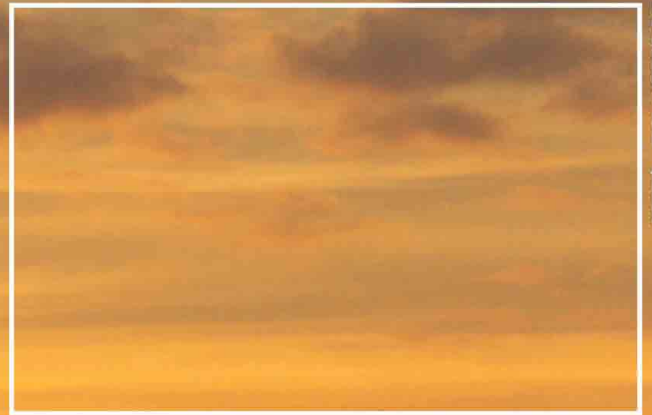
The BACK COVER is our most effective foundation (second only to the cover in terms of visibility) for partners with a strong, elegant, visual message.

The DOUBLE PAGE ad can maximize the canvas from which your message is seen. With this wider medium, the possibilities for a more creative statement become limitless. Here, this dynamic landscape affords you the luxury of conveying (at your leisure) the finer points of your product or service or making a simple, powerful statement memorably.

Editorial

Would your company or product benefit from our readerships' undivided attentions? The FEATURED ARTICLE is an effective platform from which to lend perspective to your product or service. Presented in a packaged format, this option combines a full photo session with the added value of our professional team of writers and designers to produce a final product suitable for framing. Customers who may never have had the opportunity to explore your business will be immersed in an elegant, compelling and accessible narrative.

Our LOCAL TIME FEATURE is where the wandering, oyster shell back roads of the Emerald Coast lead. LOCAL TIME strives to capture the essence of the flavors, sights and sounds that weave the fabric of our community and compel our guests to return to our shores time and time again. Beyond a simple feature, LOCAL TIME spends a day in the life with our subject – humanizing the experience in such a way as to transport our readers to that moment. The length of the piece is determined by content but generally ranges from six to eight full pages, or to the extent it takes to effectively tell your story. This format is the strongest return on investment if your product or service is a candidate for LOCAL TIME.



DOUBLE PAGE • \$2800



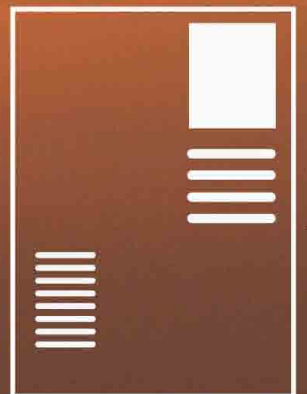
INSIDE COVERS • \$2050



BACK COVER • \$3000



FULL PAGE • \$1500



FEATURED ARTICLE • \$3200



LOCAL TIME FEATURE • \$4800