

# FOLIO MEDIA HOUSE

## REACH THE RIGHT CONSUMERS & INCREASE YOUR SALES

EVERY WEEK, ACTIVE AND AFFLUENT READERS LOOK TO FOLIO MEDIA HOUSE PUBLICATIONS for news, commentary and cultural information. Our advertisers find we offer efficient, cost-effective solutions for reaching the best consumers in Florida's Duval, St. Johns, Clay and Nassau counties and Georgia's Camden county. Our account managers understand that audience better than anyone else, and will help you design effective advertising campaigns that tell your story and get results!



### FOLIO WEEKLY MAGAZINE (FWM) 700+ FREE RACK LOCATIONS TABLOID SIZE • NEWSPRINT WEEKLY (52 ISSUES PER YEAR)

For nearly 30 years, our award-winning content has informed and inspired readers from Kings Bay to Matanzas Bay. With thoughtful commentary on the area's arts and culture and in-depth coverage of local political and social issues, the in-the-know and on-the-go locals of N.E. FL and S.E. GA trust FOLIO to keep them in the loop on the events and stories that affect their lives.



### LIVE IT LOCAL MAGAZINE (LIL) LOCAL MAKERS & MERCHANTS BOOKLET SIZE • PREMIUM PAPER MONTHLY (12 ISSUES PER YEAR)

Now more than ever, local businesses depend on smart consumers recognizing the value of their community's resources. Take advantage of the FOLIO brand to introduce yourself and your company to the decision-makers searching for the best deals on the homegrown goods and services they need.



### GO FOLIO WEEKLY (GFW) TOURIST INFO FOR HOTELS & INNS BOOKLET SIZE • PREMIUM PAPER WEEKLY (52 ISSUES PER YEAR)

Visitors to N.E. FL and S.E. GA want to know where to go and what to do during their stay. As the area's undisputed leader in knowing the best and hottest options for dining, culture, nightlife and family entertainment, we make it easy for tourists and business travellers to find the perfect spot to spend their vacation dollars with *GO Folio Weekly*.

## LET THE FOLIO MEDIA HOUSE AUDIENCE KNOW ABOUT YOUR BUSINESS

### DEMOGRAPHIC PROFILE

**FOLIO WEEKLY MAGAZINE's** readers are today's educated, affluent consumers who are concentrated in professional and/or managerial occupations. They can afford the things they want. Our demographics clearly illustrate that we have the audience worth reaching.

- One-issue readership: **95,912**
- Campaign readership: **220,047**
- Distribution: **20,000 weekly**
- Mean age: **47.2 years**
- Average household income: **\$77,505**
- Attended college: **62.2%**
- **57.1%** readers own their own home
- **54% Female - 46% Male**
- **76.9% White - 18.5% Black - 4.6% other**

### SPACE DEADLINES

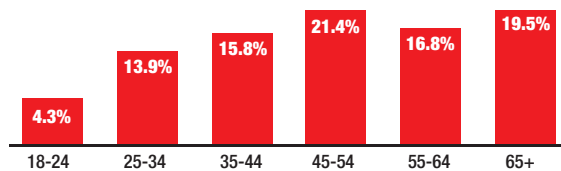
*Folio Weekly Magazine* and *GO Folio Weekly* are delivered every Wednesday; *Live it Local Magazine* is inserted into *Folio Weekly* the last Wednesday of each month. Space and make-ready copy deadline is Wednesday at 5 p.m. Camera-ready deadline is Monday at noon. Specialty issues may have early deadlines.

Frequency discounts apply only if the agreement is completed according to terms and within time periods specified. Failure to complete the agreement will result in a short rate back to the open rate for all ads published. Advertiser purchases right of publication only. Rates are subject to change at any time during the term of the contract at the publisher's discretion. Additional terms are described on the insertion discount plan.

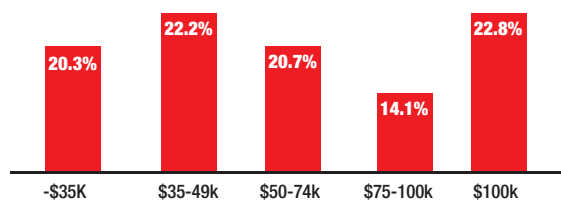
### CAMERA-READY AD SUBMISSIONS

All ads must be submitted in digital format only. Acceptable formats are PDF, EPS, TIFF and JPEG. All ads must be at least 300 dpi. Black-and-white ads must be 600 dpi. Camera-ready ad submission deadline is at noon on the Monday before the Wednesday publication. Please e-mail your Ad to [design@folioweekly.com](mailto:design@folioweekly.com) and copy your Account Manager.

### AGE OF FOLIO WEEKLY MAGAZINE READERS



### HOUSEHOLD INCOME OF FOLIO WEEKLY MAGAZINE READERS



Source: Scarborough

# FOLIO MEDIA HOUSE

FOLIO  
WEEKLY MAGAZINE

Live it Local  
MONTHLY MAGAZINE

go  
FOLIO  
WEEKLY



## ISSUE DATES AND SPECIALTY ISSUES

Every week, *Folio Weekly Magazine* reaches out to consumers across Northeast Florida and Camden County, Georgia. We publish numerous specialty issues that offer even more opportunities to grow your business.

Specialty issue	Specialty issue
<b>WEDNESDAY DELIVERY 2017</b>	
<ul style="list-style-type: none"> <li><input type="checkbox"/> JAN. 4 <i>New Year's Resolutions</i></li> <li><input type="checkbox"/> JAN. 11</li> <li><input type="checkbox"/> JAN. 18</li> <li><input type="checkbox"/> JAN. 25 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> FEB. 1</li> <li><input type="checkbox"/> FEB. 8</li> <li><input type="checkbox"/> FEB. 15 <i>President's Day February 20</i></li> <li><input type="checkbox"/> FEB. 22 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> MAR. 1</li> <li><input type="checkbox"/> MAR. 8 <i>St. Patrick's Day March 17</i></li> <li><input type="checkbox"/> MAR. 15</li> <li><input type="checkbox"/> MAR. 22 <b>Bite by Bite by Neighborhood</b></li> <li><input type="checkbox"/> MAR. 29 <b>(LIL) Bite by Bite 2</b></li> <li><input type="checkbox"/> APR. 5 <b>Folio Weekly's 30th Anniversary</b></li> <li><input type="checkbox"/> APR. 12 <i>Easter Sunday April 16</i></li> <li><input type="checkbox"/> APR. 19 <b>Kids Directory</b></li> <li><input type="checkbox"/> APR. 26 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> MAY 3</li> <li><input type="checkbox"/> MAY 10 <i>Mother's Day May 14</i></li> <li><input type="checkbox"/> MAY 17 <i>Memorial Day May 29</i></li> <li><input type="checkbox"/> MAY 24 <b>Ultimate Summer Guide</b></li> <li><input type="checkbox"/> MAY 31 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> JUNE 7 <b>Pet Lovers Guide</b></li> <li><input type="checkbox"/> JUNE 14 <i>Father's Day June 18</i></li> <li><input type="checkbox"/> JUNE 21</li> <li><input type="checkbox"/> JUNE 28 <b>(LIL) GO Native!</b> <i>Independence Day July 4</i></li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> JULY 5</li> <li><input type="checkbox"/> JULY 12</li> <li><input type="checkbox"/> JULY 19</li> <li><input type="checkbox"/> JULY 26 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> AUG. 2 <b>Bite by Bite By Cuisine</b></li> <li><input type="checkbox"/> AUG. 9 <b>Bite by Bite 2</b></li> <li><input type="checkbox"/> AUG. 16</li> <li><input type="checkbox"/> AUG. 23</li> <li><input type="checkbox"/> AUG. 30 <b>(LIL) Fall Arts Preview (Visual)</b> <i>Labor Day September 4</i></li> <li><input type="checkbox"/> SEPT. 6 <b>Fall Arts Preview (Performing)</b></li> <li><input type="checkbox"/> SEPT. 13</li> <li><input type="checkbox"/> SEPT. 20</li> <li><input type="checkbox"/> SEPT. 27 <b>(LIL)</b></li> <li><input type="checkbox"/> OCT. 4 <b>Best of Jax Winners I</b></li> <li><input type="checkbox"/> OCT. 11 <b>Best of Jax Winners II</b></li> <li><input type="checkbox"/> OCT. 18</li> <li><input type="checkbox"/> OCT. 25 <b>(LIL) Halloween Oct. 31</b></li> <li><input type="checkbox"/> NOV. 1</li> <li><input type="checkbox"/> NOV. 8</li> <li><input type="checkbox"/> NOV. 15 <i>Thanksgiving Nov. 24</i></li> <li><input type="checkbox"/> NOV. 22 <b>Holiday Gift Guide</b></li> <li><input type="checkbox"/> NOV. 29 <b>(Live it Local Magazine)</b></li> <li><input type="checkbox"/> DEC. 6</li> <li><input type="checkbox"/> DEC. 13 <b>Last Minute Gift Guide</b></li> <li><input type="checkbox"/> DEC. 20 <b>DRINK</b> <i>Christmas Dec. 25</i></li> <li><input type="checkbox"/> DEC. 27 <b>(LIL) New Year's Eve Dec. 31</b></li> </ul>

NORTHEAST FLORIDA'S INDEPENDENT VOICE SINCE 1987

# FOLIO

W E E K L Y M A G A Z I N E



## DISPLAY ADVERTISING

Price per Advertisement (gross)

Rate Card 52	52 ADS In 13 mos.	26 ADS In 12 mos.	12 ADS In 6 mos.	6 ADS In 3 mos.	Open
<b>Advertorial</b>	3	2	1		
<b>1/32 Page</b>	50	85	100	110	120
<b>1/16 T : 1/4 B</b>	150	155	190	215	235
<b>1/8 T : 1/2 B</b>	275	285	350	375	435
<b>3/16 Page</b>	385	425	495	540	645
<b>1/4 T : Full B</b>	495	525	670	715	850
<b>3/8 Page</b>	595	695	935	1030	1215
<b>1/2 T : CS B (H only)</b>	895	950	1260	1370	1615
<b>9/16 Page</b>	995	1050	1340	1480	1750
<b>3/4 Page</b>	1495	1695	1785	1880	2300
<b>Full Page</b>	1765	1875	2280	2485	2645
<b>Center Spread</b>	1995	2100	3900	4300	5140

## BANNER ADVERTISING

Price per Advertisement including color (gross)

Super Banner**	550	575	685	750	900
Banner	460	495	550	605	730

\*\*Size only available on Backboard

<b>SPINE BANNER</b> (text only)	\$295
<b>FRONT PAGE BANNER</b>	\$1,595
<b>FRONT PAGE STICKER</b>	\$995 (net)

**15% OFF**  
FOR CAMERA READY  
OR PICK UP WITH NO CHANGE

**10% OFF** FOR B&W

**5% OFF** FOR PREPAY

**50% OFF**  
FOR CLASSIFIED  
DISPLAY  
FREQUENCY DISCOUNTS  
FOR CONSECUTIVE  
INSERTIONS

**PREPRINTED INSERTS**  
(\$600 minimum) \$35 cpm

**PRINT & DELIVER INSERTS**  
(\$1000 minimum) \$125 cpm

**COVER BUTTON: \$495**

## ZONES

1. Amelia Island - Yulee - Northside - Camden County, GA:
  2. Arlington - Southside - Mandarin:
  3. Beaches - Ponte Vedra - Mayport:
  4. Orange Park - Westside:
  5. St. Augustine - St. Augustine Beach:
  6. Avondale - Riverside - San Marco - Downtown:
- 1/8th page minimum*

## DIGITAL RATES

70,000 Page Views Per Month  
30,000 Users Per Month  
[www.folioweekly.com](http://www.folioweekly.com)

Cost Per Month (Net)

Medium Rectangle **\$100 mo**  
Leaderboard **\$100 mo**

## INSTAGRAM

Instagram: **\$100/Post**

## F-BOMB BLASTS

**\$100 mo. - \$25 wk**

## FACEBOOK

Boosted Post: **\$125 ea.**



MOBILE APP  
Mobile App Advertising  
Starting at **\$50 wk**

## ADVERTISING SPECS

### AD SIZES



Size	Width	Depth
<b>Center Spread</b>	<b>21"</b>	<b>x 13"</b>
<b>Full Page</b>	<b>10"</b>	<b>x 13"</b>
3/4 Page (horizontal)	10"	x 9.75"
3/4 Page (vertical)	7.375"	x 13"
Junior Page	7.375"	x 9.75"
<b>1/2 Page (horizontal)</b>	<b>10"</b>	<b>x 6.375"</b>
<b>1/2 Page (vertical)</b>	<b>4.875"</b>	<b>x 13"</b>
3/8 Page (horizontal)	7.375"	x 6.375"
<b>3/8 Page (vertical)</b>	<b>4.875"</b>	<b>x 9.75"</b>
<b>1/4 Page (horizontal)</b>	<b>4.875"</b>	<b>x 6.375"</b>
1/4 Page (vertical)	2.375"	x 13"
Banner ad	10"	x 2"
Spine Banner	13"	x 0.5"
Super Banner ad	10"	x 3.875"
3/16 Page (vertical)	2.375"	x 9.75"
<b>1/8 Page (horizontal)</b>	<b>4.875"</b>	<b>x 3.125"</b>
1/8 Page (vertical)	2.375"	x 6.375"
1/16 Page (horizontal)	4.875"	x 1.5"
1/16 Page (vertical)	2.375"	x 3.125"
1/32 Page	2.375"	x 1.5"

\* **Bold type** indicates sizes available in Buy-Local Zones.

\* **Shaded areas** indicate Booklet-Ready ad sizes.

## WEB AD SIZES

Medium Rectangle 300 pixels x 250 pixels  
Leaderboard 728 pixels x 90 pixels